

Miss Richards
JAN 18 1929

PRINTERS' INK

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U. S. PAT. 1,923 with
N. W. Ayer & Son

Up from Zero

WHEN Commander Byrd journeyed into Antarctica he knew he would have to provide against the freezing of his water-cooled automotive equipment.

At the South Pole the thermometer shrinks until zero looks like warm weather. Commander Byrd took sure protection in the form of Eveready Prestone—the same anti-freeze with which the U. S. S. "Los Angeles" safeguards her costly motors in cold weather—the same insurance which the "Graf Zeppelin" carried on her homeward trip, in case of freezing weather.

The first advertising of Eveready Prestone last winter, found the sales at zero. But it resulted in a clamor of demand that will long stand as a record testimonial to the convincing power of advertising.

It was so huge that it instantly wiped out all existing supply and compelled a complete revision of the estimated consuming capacity of this market.

It peremptorily dictated new manufacturing schedules and the national advertising campaign now running which is advising every motorist that this winter he can be supplied.



N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

Your message in Thomas' Register will reach important sales possibilities at the moment when buying is contemplated.

Executives
Purchasing Depts.
Engineering Depts.
Research Depts.

*They refer to it
when investigat-
ing, specifying
and buying.*

Laboratories
Superintendents
Foremen
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Only A. B. C. member of its kind—Its Paid clientele exceeds *25,000, including so many of the **biggest industrial and merchantile concerns** in all lines, that it comprises more than 50% of the total business buying power of the U. S.

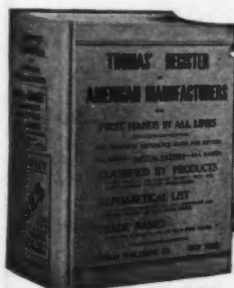
More than 850 in the "over \$10,000,000" class.

More than 3,000 "over \$1,000,000."

More than 8,000 "over \$100,000."

*Not 25,000 one edition—some use one edition for two or more years.

Combines the Advantages of



DIRECTORY

**THE BUYERS MASTER KEY
TO ALL AMERICAN SOURCES OF SUPPLY**

and CATALOGUE

FOR PURCHASING ACTIVITIES All Lines
Everywhere

Furnishes names of all Sources of Supply—also contains more than 9,000 condensed catalogue or informative advertisements—several times as many as appear in any guide of the strictly catalogue type, or any other kind.

THOMAS PUBLISHING CO., 461 8th Avenue. New York

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLVI

NEW YORK, JANUARY 17, 1929

No. 3

How Do You Select Your Retail Outlets?

The Methods and Experiences of Such Companies as Estate Stove Company, Peckham-Foreman, Inc., Twinplex Sales Company and Other Advertisers

By Norman Lewis

Vice-President, Chappelow Advertising Co.

DO you care who your retailers are? I first ran into this question twelve years ago when I was sales manager for a manufacturer making a nationally advertised electric warming pad. In an Ohio town of 25,000, which we had never before worked, one of my salesmen placed our goods in two or three drug stores. Then he got a fine large order from the electric power and light company of the town.

Several weeks later, to my dismay and surprise, the latter returned our merchandise, saying that it refused to sell any articles which were also sold in the drug stores of the town. The view of the public utility company was that drug stores were not a "regular" channel for electrical household goods.

Yet, elsewhere we found many an electrical shop which refused to stock warming pads, on the ground that as they were designed to replace the old rubber hot water bag, they "belonged" in a drug store. So to drug stores we went—and found that as a rule they sold more

warming pads than electrical shops.

Eventually, we sold to any kind of retailer, if his credit rating warranted it, and he had a neat, progressive-looking store. And within common-sense limitations, the more dealers in a town the

merrier; ours being a new kind of product, we felt it was good business to display it in as many outlets as possible. And I still feel much that same way.

But we can't afford to hold to hide-bound opinions in modern merchandising, and maybe I'm all wrong—or at least partly so. At any rate, I thought it would be interesting, and perhaps valuable, to get a number of other men's viewpoints on this important

ONE frequently hears it said that the general store is coming back into the merchandising picture. The many-item modern drug store is pointed to as proof. The data uncovered by the Census of Distribution seems to offer further evidence that retailers are not confining their stocks to their original fields.

Are manufacturers encouraging this trend by selling to any and every kind of outlet? Or are they fussy about who sells their products? Mr. Lewis queried a number of them and presents his findings in this article.

point, so I wrote to quite a few sales managers in varied lines, putting the matter up to them in this manner:

"Many manufacturers feel that it is good business to sell their products to any or all types of retailers who will buy them. For instance, in one town of 3,000, a certain brand of oil cook stove is sold

by three hardware stores, one general store, one tin shop, and two plumbing shops.

"On the other hand, there are many manufacturers who restrict the sale of their goods to certain types of stores; as, for instance, a manufacturer of electric heating pads who sells only through 'regular' retail channels, such as electrical shops, and refuses to sell to drug stores. Or the haberdashery manufacturer who refuses to sell his product to barber shops, even though the latter want to put it in.

"What is the policy of your own concern—and why—on this particular point?"

T. B. Swartzbaugh, secretary, The Swartzbaugh Mfg. Co., believes in carefully picking his retailers. He says: "From our past experience in the sale of both fireless and electrical cookers, as well as electric appliances, we have found that it pays to co-operate to a great extent with the electric power companies due to the fact that they are in a position to help us promote the sale of an electric specialty such as we put on the market. We generally attempt to pick one or two large department stores in each city where we sell our merchandise and co-operate with them to a great extent where we do not sell the power company.

"We find that general distribution is the natural development after an advertising campaign on electric cookers. We believe that the hardware stores are not ready for electric specialties but can function in the sale of staple electric items, such as flat irons, toasters, and in some cases, percolators."

Frank L. Foreman, vice-president, Peckham-Foreman, Inc. ("travelo" knit jackets), makes this interesting comment: "We are rather particular to whom we sell, leaving out any question of credit, etc. We do not want to sell to a store carrying lower quality merchandise, because the few jackets of our make which it could use would not be worth the loss of prestige that would result in a store of this type displaying our merchandise. However, we are also just as much against confin-

ing, as in ninety-nine cases out of 100 it has cost us considerable business, because the human element enters into this matter to such an extent. It is a funny thing, but if you haven't got an account in a town it is as hard as the devil to get one, but when you are selling three accounts in a town, every other account there wants your article."

Another concern I wrote to is The Jacobs Bros. Co., Inc., manufacturer of the "Detecto" bathroom scale. Its sales manager, A. J. Kurk, replied: "Due to several factors, we find that the number of retail outlets for this scale is constantly growing smaller so that today the Detecto is sold mostly in large department stores. We are not wilfully limiting the number of outlets—yet the product itself brings about a condition where only department stores in the larger cities can dispose of it.

"This brings up the recurring question—is it better to sell volume to a small high-class group or to a larger and more diversified group of dealers? I believe the former is the better and more economical distribution."

Consumer Demand Gets Best Dealers to Stock Product

The Sanozone Chemical Company manufactures Sanozone Air Perfumes and Urns. This interesting letter came from R. H. Chapman, Jr.:

"At the present time we have dealers in practically every State in the Union and they cover nearly every line of retail business.

"We have found, however, that the department stores are the best outlet and in these our goods fit in their toilet or gift departments. Gift shops should also be good, but a very large proportion of these have very little capital and are run by people with very little business experience. There are good ones, however, in this class and we are beginning to think that eventually it might be well to confine ourselves to them and the department stores.

"Most drug stores have also

A RECORD

OF CONSISTENTLY GOOD SERVICE

10 clients
served for 15 years or more

18 clients
served for 10 years or more

39 clients
served for 5 years or more

THE H. K. McCANN COMPANY
Advertising

NEW YORK
CHICAGO
CLEVELAND

SAN FRANCISCO
LOS ANGELES
SEATTLE

MONTREAL
TORONTO
DENVER

LONDON PARIS BERLIN

proved to be poor outlets for our goods and these have the same failing as the gift shops in that they have small capital and poor credit. Of course, it will take time to secure real dealers and weed out the poor ones. This can only be done by creating consumer demand.

"We started last May to use small space in several women's publications. From this consumer advertising, we have received inquiries from every part of the country and even outside. The advertising states that we want additional dealers, and we have secured a much larger number of new dealers through this advertising than we did from all our other advertising. We attribute this to the fact that these dealers felt sure that consumer demand would be produced.

"We already have a large number of department stores on our list and the sales of nearly all of them are proportionate to the length of time they have been carrying our goods. From the sum total of our experience, it is becoming evident to us that instead of selling our goods through all classes of dealers, we would fare better if we would restrict the sale to dealers whose lines would fit in with ours."

Class of Desirable Dealers May Change with the Years

The Twinplex Sales Co., manufacturer of the Twinplex Stroppler for razor blades, is in the paradoxical position of choosing its retailers and at the same time letting the retailer choose the company. Let Tom Lark, sales and advertising manager, explain:

"In the first place, our policy is to co-operate to the fullest extent with our outlets and wherever they offer us the co-operation we ask for, we are willing to do almost anything within reason to reciprocate. As you can readily appreciate, our item calls for active interest on the part of the retailer. It calls for especially close attention by the retailer's salespeople because being a high unit of sale item, it requires suggestion on the part of salespeople and in-

telligent merchandising on the part of the merchandising department of the store itself.

"Naturally, then, we would choose accounts which employ the best type of salespersons as well as those who are newspaper advertisers and intelligent users of window and counter displays.

"You realize, of course, that our products are distributed through wholesalers of drugs, hardware and sporting goods and that all the retail hardware stores, drug stores and sporting goods stores may avail themselves of Twinplex Stropplers, provided their credit is satisfactory to the jobber. That leaves for us only a few of the bigger retail druggists, hardware dealers, and sporting goods dealers, usually located in the better business sections. Our men do not attempt to contact the small neighborhood retailers in any of these three lines.

"Our men do sell chain drug organizations, hardware stores located downtown, and sporting goods stores located where the trade is heaviest, and we choose those retailers who are in best position to advertise, display and suggest Twinplex Stropplers.

"But here is the peculiar angle to our line: Any good clean store which handles a volume of safety razor blade business is a good outlet for Twinplex. A man is most likely to purchase a shaving accessory where he buys razor blades. If the clerks suggest a stroppler to every man who comes in to purchase blades, that condition is ideal for us.

"There was a time when the bulk of Twinplex Stropplers was sold in the hardware stores. But the drug stores became more active in merchandising safety razor blades until now our sales are larger through the drug stores than through the hardware stores, not to forget department stores.

"Razor blades have become very popular in cigar stores during the last four or five years and therefore Twinplex Stropplers are sold in a good many cigar stores. So you can readily see that our line is chosen by the retailer rather than our choosing our own outlets.



For those
who must
first wet
their feet

ONLY a few of the great users of space were born great. Most accounts achieve greatness from small beginnings. ¶ Perhaps you have one in prospect—an account with a splendid product, good management and financial stability. And yet the principals shy at a deep-thrust plunge into national advertising. ¶ To all such, House Beautiful, in its chosen field of Building, Furnishing, Decorating and kindred commodities, offers an unequalled low cost proving ground. For here the timid advertiser may wet his feet and then meet House Beautiful's wave of tangible, checkable results.

House Beautiful's 90,000 Net Paid (ABC) circulation offers a striking cross section of responsive America. We invite the acid test of keyed advertisements.

HOUSE BEAUTIFUL

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the National Shelter Group

EIGHT ARLINGTON STREET • BOSTON, MASSACHUSETTS

"But it might also be said that the Twinplex company chooses its retailers carefully, because Twinplex requires the active interest of the retailer and his salespeople."

The Estate Stove Co., through Wayne Calhoun, sales manager, states: "We do not restrict the sale of Estate appliances to any particular type of store. The choice of local representatives is, in most cases, left in the hands of our field men."

"Unless unusual local conditions apply, however, we prefer to have our gas and electric cooking appliances sold by the sales department of the local public utility, or by a furniture or hardware store. Inasmuch as our gas and electric cooking appliances are built to a standard of performance and we have never undertaken to compete in price with many other manufacturers in the same market, we prefer to have our appliances offered for sale locally by the gas or electric company, which has an obvious interest in putting quality appliances on its lines; or by the furniture or hardware store, which has a substantial investment in the local community and the permanency of whose business depends on furnishing customers with household appliances which will give service over a period of years."

"In the large majority of cases, our coal-heating appliances are sold by hardware and furniture stores. Where we cannot secure representation which is satisfactory through such outlets, we sometimes look to the plumber or a department store. Only in rare cases do we believe that it pays us to secure distribution through other channels."

An interesting letter comes from W. R. Lacey, vice-president, Home Incinerator Company, manufacturer of "Inciner," a home garbage incinerator. Mr. Lacey says: "Ours is a product which does not distinctly lend itself to one trade outlet only. Inciner is a gas appliance and therefore logically belongs among the appliances sold by merchandising gas companies. Many of our dealers, in fact nearly 75 per cent of them, are the local gas companies."

"However, there are nowadays many merchandising plumbers and gas fitters, and the Inciner just as logically comes among the class of appliances which they would sell. Another one of the principal outlets for our product is the oil burner and automatic heating field. Whenever an automatic heating installation is made, an incinerator of some sort is almost necessary, and as ours is a portable appliance, it can be put into homes already built as well as those under construction. It fits in very nicely with the merchandising program of oil burner dealers and gas burner and boiler dealers. These, then, make the three principal outlets of our product."

"In most cases, the gas company is our largest and best dealer in each community where the gas company merchandises. Most of the gas companies nowadays have very broad merchandising policies and the management is interested in seeing as large a number of appliances sold as possible, and to this extent encourages other dealers selling gas appliances. In fact, many gas companies carry the time payment paper for other dealers in their cities who sell the same gas appliances that they do."

Different Outlets in Different Cities

"With our product, which is a specialty and which requires specialized selling activity, there is no such thing as regular outlets, because of the fact that the manpower behind the organization is more important than the class of organization. What we need in a dealer is a live, aggressive merchandiser who knows how to sell specialties and has the organization for doing it. So we find in St. Louis it's the gas company, in Cincinnati it's a plumber, in Detroit it's a wholesale plumbing and heating concern, in Grand Rapids, Mich., it's a heating and oil burner concern, in Tulsa, Okla., it's a plumbing company, in Appleton it's a hardware company, in Cleveland it's a gas burner corporation, in Buffalo it's a building specialty company, in Boston,

(Continued on page 196)

Thorough Trading Area Coverage at One Low Advertising Cost!

Journal Gains 5% in National Lineage!

DURING 1928 The Milwaukee Journal published 5,038,391 lines of national advertising—a gain of 241,535 lines over 1927 and the largest volume in Journal history.

National lineage published in seven issues a week by The Journal exceeded by 1,188,628 lines the volume carried in thirteen issues a week by the other two Milwaukee papers combined.

Each year brings increasing recognition of this rich market's vast sales possibilities and the economy with which it can be sold through The Journal alone!

THE MILWAUKEE JOURNAL
FIRST BY MERIT

Read by More Than Four Out of Five Milwaukee Families!

Variety of Appeals Marks Hupp's Auto Show Campaign

Company Makes Interesting Attempt to Create Impression of Domination in Newspaper Campaign with Distinction of Copy

By Oscar DeCamp

THE way in which Hupmobile handled its newspaper campaign in New York during the week of the National Automobile Show is interesting and suggestive. Situations such as the one which occurs in connection with the annual automobile shows held in New York, Chicago, and other cities throughout the country, are of frequent occurrence—where for a limited period, like a week, a number of competing manufacturers and their dealers make concentrated and intensive efforts to out-advertise one another in order to gain a sales advantage during the period of the exhibition, display, fair, special week, or whatever the occasion may be.

For years the National Automobile Show in New York, held during the first week of January, has been seized upon by automobile manufacturers as an opportunity for the use of special campaigns of local advertising in the newspapers and other mediums having circulation in the New York metropolitan area and surrounding territory. Large space and frequent insertions invariably characterize these campaigns in an effort on the part of each advertiser to create in the minds of the automobile-buying public an impression that his advertising and his car dominate his competitors'.

This year the Hupp Motor Car Corporation, realizing that some of its larger competitors would probably use a great deal more advertising space than it had planned to use, decided to employ its own

space in a way that would attempt to achieve an impression of domination in the minds of the public through distinction of copy rather than mere size of space. It decided to do this by the use of different advertisements in the various newspapers employed and by means of



Charcoal Reproductions of Modernistic Figures Were Used as Illustrations in One of the Newspaper Series

a new and clever treatment of the style idea in layout, illustration and copy, not only as applied to the design of the two new Hupp models exhibited at the Show but also on the score of the choice of a Hupp by women leaders of fashion. (That the application of style to motor car design is of almost preponderating importance at the present time and that women exert an 85 per cent influence in car selection are facts of pretty general acceptance in the industry.)

Nine newspapers in Manhattan and one in Brooklyn were used. The first advertisements for Hupmobile appeared in three evening papers of Saturday, January 5, one



Our "Yellow Box" Farm Service

Covers 13,700 Miles a Week

Drive out 50, 60 or even 75 miles or farther from Des Moines and you'll find the highways dotted with yellow boxes—the sign of the Register and Tribune's rural motor service. Farm families served by yellow box motor service get our evening and Sunday editions as regularly and nearly as early as their city cousins. We have 70,000 farm subscribers—served by R. F. D. and motor service.

The Des Moines Register and Tribune

Over 225,000 Daily

Covers 3 Markets—City—Small Town—Farm

page in each paper, each advertisement being strikingly different from the others, and giving the impression on this first appearance that Hupp had prepared three distinct campaigns of newspaper copy for use during the week of the show. On Sunday, January 6, one New York newspaper contained a ten-column advertisement, four others contained one full page each, and the Brooklyn paper carried a 1,500 line advertisement. Again, distinctly different advertisements were used in the various newspapers. On Monday, January 7, the day of the opening of the show, two morning and two evening papers carried different advertisements, one in five and two in six full columns, and the fourth in 500 lines. On Tuesday, four papers carried still other advertisements, on Wednesday, six papers carried other advertisements in smaller space, and on Thursday, four newspapers carried still other and smaller advertisements. No advertisements were used on Friday and Saturday, the last two days of the show.

Far more interesting, however, than the schedule of insertions and sizes of space employed to give the impression of a multiplicity of advertisements, large size and frequency of appearance, was the treatment of layout and copy by means of which this campaign sought to acquire its air of distinction, its look of extreme modernity, and its modishness, or whatever it is that infects the reader with the idea that the advertised article has been adopted by the fashionable elite.

Five or six distinct styles of layout treatment were originated for these advertisements, all of them the work of foreign illustrators and designers. One of the advertisements, bearing the caption, "This Modern Car," contains an imaginative design of a woman holding one of the new Hupp models in her hands, the design being executed with great boldness and originality and occupying two-thirds of the layout space. Another series of advertisements bearing the same caption ("This Mod-

ern Car") contains the design of a woman's figure in profile, her arms extended horizontally before her and supporting upon them a Hupmobile. Still another advertisement is in the technique of the fashion illustration, containing the picture of a fashionably attired woman standing near her Hupp, and having beneath it the caption, "Evening wrap by Molyneux, car by Hupmobile." Another advertisement in the same vein but different feeling is entitled, "When Fashion Drives—she sits behind the wheel of a Hupmobile." Here the illustration is of a sport model car and a member of the younger set, in sport attire, all ready to step into it, with the following legend beneath the drawing, "Sports ensemble by Regny, car by Hupmobile."

Another advertisement is entirely the work of Nell Brinkley—copy and illustration—the caption of which is "I suspect that an engineer designed these Century cars for his lovely daughters!" This advertisement appeared only in the New York newspapers for which Nell Brinkley writes.

There is still another series in which the illustrations consist of charcoal reproductions of Modernistic figurines. One of these advertisements is entitled: "New Flair," in which the illustration is the reproduction of a statuette of a couple dancing. Another is entitled "New Rhythms" and shows the statuette of a figure playing the banjo. Others in this series are entitled "New Quiet" and "New Thrill," the former showing the images of birds in flight and the latter representing a ski-jumper.

There is besides these series another advertisement in much smaller size—four columns by nine inches—containing a drawing by the cartoonist Peter Arno, entitled, "No wonder the neighbors were jealous."

Rankin to Direct Robt. Burns Cigar Account

The General Cigar Company, New York, has appointed the New York office of the Wm. H. Rankin Company, to direct the advertising of Robt. Burns cigars.

We know the ANSWER!

WHEN you are in doubt about business or advertising facts in Jacksonville or Florida, won't you let us give you the answer? You can't judge the importance of The Times-Union market—busy Jacksonville and a large section of North Florida and South Georgia—by out-of-date census “guesses” or 1920 figures. But you can easily and quickly secure modern merchandising data if you will ask The Florida Times-Union what's happening today in Florida. Remember, Jacksonville alone has an industrial payroll of \$30,000,000 a year—and The Times-Union covers 27,000 families seven days a week in this center of industries, commerce and agriculture in the Southeast. Yes, whenever you have a question, we'll be glad to give you the answer.

*Florida's
Greatest
Newspaper*

The Florida Times-Union JACKSONVILLE, FLA.

Represented nationally by
REYNOLDS-FITZGERALD, Inc.
(Formerly Benjamin & Kentnor Company)

New York	2 West 45th Street	Philadelphia	1524 Chestnut Street
Chicago	203 N. Wabash Avenue	Los Angeles	117 West 9th Street
	San Francisco		58 Sutter Street

SELLING 1,200 R



50,000 and more radio fans purchased The Chicago Daily News Radio Station Directory between November 11, when extensive station

changes were made, and December 31.

Twelve hundred per day—and at an increased price (15 cents)!

This remarkable response of radio fans is due to the fact that The Daily News publishes a log book of unusual merit, keeps it up to date by frequent revisions and maintains in this service feature the high quality of its radio editorial pages.

THE CHICAGO D

Chicago's Home News

*Advertising
Representatives:*

NEW YORK
J. B. Woodward
110 E. 42d St.

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

Member of the 100,000 Group

RADIO LOGS

Per Day!

The Radio Directory, in fact, is just one link in The Daily News' program of service to the radio fan, at every point recognized by him as exceptional.* Its popular indorsement emphasizes the fact that The Daily News is the ideal medium for effective contact with Chicago's radio enthusiasts.

For example, there is more radio news matter, by a large percentage, in The Daily News than in any other Chicago newspaper. It is the only Chicago newspaper that undertakes to publish a complete schedule of radio programs.

DAILY NEWS

Home Newspaper

DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

Group of American Cities

BULLETIN

Based on United States Department of Agriculture figures and December 1 prices to farmers, the 1928 value of Oklahoma's 18 principal crops exceeds that of 1927* by \$33,675,000!

*In 1927, Oklahoma ranked tenth among all the states in total value of all crops.

Consider the world of new business which is being created NOW in the Oklahoma farm market as a result of this increased income! It can be made to come through your books if you will advertise your product to these Oklahoma farmers through their farm paper . . . THE OKLAHOMA FARMER-STOCKMAN.

184,168 A.B.C. Circulation Each Issue

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

Published by THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES

Radio Station WKY—1000 Watts—900 Kc.

Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

Should Insurance Companies Get Rid of Adjusters?

A Suggestion to Help Cut Down One of the Wastes in Modern Business

By Amos Bradbury

IT is almost too early in the glad new year to begin to be excited about things. But in all the suggestions made by bankers and economists on how to make 1929 more profitable and less wasteful, I have read nothing about one of the great annoyances of American life. No one has suggested that all the insurance companies get rid of all their adjusters. I make the suggestion now in all seriousness.

I remember a story our old minister once used and it seems to apply particularly well to the customers of insurance companies as their adjustments are now accomplished. There was a large, rough diamond and it cried out under the blow of the lapidary. "I am content, let me alone." But the artist as he struck another blow, said: "There is the making of a beautiful thing in thee." Said the diamond: "But every one of your blows pierces my heart." "Yes," said the lapidary, "but after a little while each blow will be worth far more to you in your weight of glory." The rough diamond couldn't understand, as blow fell upon blow, why it should suffer in this way, but after a long while it became the Koh-i-noor, to sparkle in the crown of a great monarch.

At the successive blows to their pride, self-respect and sense of justice, the customers of the insurance companies are supposed to smile and suffer in silence—hoping, since there are not already enough trials and disappointments in this life, that the blows offered to them

by adjusters will help them bear their burden of sorrow more beautifully and then they will become greater characters.

A young man, for example, has been getting along fairly well in business. He feels that he and his family are entitled to a car, so he gets one and in great pride of ownership drives it up to the

front door on the wife's birthday. He takes out insurance. A truck owned by a big department store bumps into him and wrecks his car. The truck driver admits his fault, apologizes and tells him to write to the store. The store manager telephones his apologies and promises to pay the cost of the repairs. Then an insurance adjuster

HAVE you ever had to deal with an insurance adjuster? If you have, Mr. Bradbury's suggestion that the adjuster be done away with will probably meet with your hearty approval.

Most insurance adjusters seem to find it necessary to proceed on the assumption that the people they see are all determined to cheat the company. The result is weakened good-will. Isn't it time something was done about it?

comes, and, in the attitude known to every one who has ever dealt with this kind, takes the position that the man is a crook. On every possible technicality the adjuster arranges to pay him as little as he possibly can, or preferably nothing at all. The young man is supposed to realize that he has been getting along too well, and thus he becomes a humbler citizen and better workman. By no other reasoning can the attitude of these people be explained who go around spoiling the good-will which insurance companies have built up over a long period of time.

Recently, I read of a survey which had been made by a group of insurance companies, which indicated that they needed national advertising. I agree with the results of the survey. But they also

need to get rid of their adjusters if the advertising is to do them any amount of real good.

The incident mentioned above concerning the man and his car is taken from life. Later, the man who owned the car wrote the owner of the department store. The owner replied that he paid a certain insurance company a large sum of money to take care of the insurance on his trucks each year but he was surprised, annoyed and shocked at the attitude the insurance company had taken on the just claim of the young man. He had investigated. His driver had admitted he was to blame. The store owner said in his letter that either the insurance company would make an adjustment in conformity with the facts or he would secure a new insurance company to take care of his insurance business. Here was a case where one adjuster was busily engaged in the task of tearing down the goodwill built up by the department store, as well as that of his own company.

There is, however, no use in citing incidents. Every reader knows of four or five which he can quote either from his own experience or that of his friends. The only company that ever dealt fairly and decently with me was an accident company which handled my whole claim by mail.

At a time when wastes in distribution, and the high cost of selling are causing business executives to re-examine every step in their selling processes, the insurance companies should certainly look into the high cost of making people frantic with petty annoyances and of driving away customers entirely.

Here is a way the insurance companies could save a great deal of money and do a better job. They now have too many salesmen and the wrong kind of adjusters. The situation offers a beautiful example of lack of co-ordination and waste in operation. The salesman goes out and tells the prospect how the company looks out for the interest of the people who insure with it; the ad-

juster goes out figuratively, with a club in his hand, trying to scare the man who has had an accident, whose house has burned down, or who in some other way wants to collect the insurance to which he is entitled.

My suggestion is that these companies let all their adjusters go and take one-quarter of the men now out selling and turn them into adjusters, if that many adjusters are needed. From my own personal experience and that of a great many people with whom I have talked I am of the opinion that there are now far too many insurance salesmen. Many of them try to make a living by calling on relatives, friends and slight acquaintances. While I have never been called upon by a single automobile salesman, at least two hundred insurance men have called on me to insure my car, my garage, my house, my health. One friend of mine has five cousins all of whom want all his insurance business.

Insurance Causes Feuds

Many a family feud has started when the nephews, the cousins and the brothers-in-law all decide that wealthy Uncle George is a logical customer for each one of them, exclusively.

There are so many relatives in some families all trying to make a living by selling insurance that it is really too bad they don't draw lots to see which one will sell it.

Then half of the remainder could apply for jobs as adjusters. There are too many salesmen, and too many of the wrong kind of men adjusting claims, many of which with well-known and reputable claimants could be handled far better by mail.

The company for which an adjuster works has invested a certain amount each year in some form of advertising. He, therefore, represents an institution which is telling buyers and prospects in all parts of the country about the company's character and service both through its advertising and through the salesmen on its pay-roll. A segment of good-

will which it has taken years of time and a large sum of money to create and build up is destroyed by five minutes' conversation with the brow-beating, technicality-hunting type of adjuster who is all too common in the ranks of the great insurance companies.

One man I know has discovered what he considers the only way to beat the insurance game as it is now worked. A short time ago, for example, having insured his new apartment against loss by water, he found that water had come through from the shower into his living-room, necessitating a complete refurnishing job. He put the claim up to the man who had handled his insurance and in a short time an adjuster came to see him. The adjuster said: "If you will read your contract carefully you will note that you are guaranteed under your insurance against loss from water by *leakage* but not by *seepage*. This happens to be a case of seepage so the insurance company is not liable."

Instead of buying a new dictionary to discover the exact difference between seepage and leakage, this man put the matter up to the apartment house operator who had handled his insurance and finally secured a settlement from the company.

Discovers a Way of Sharing the Loot

The way he has discovered really to beat the game is to buy stock in the insurance company. If they are going to be highwaymen and take away from legitimate claimants their money and rights, he wants to get part of the profits so that he can continue to pay his insurance premiums and have something left over. And yet I don't suppose this plan is possible of general adoption. Not every man who insures his wheat crop against hailstones, his apartment against water leakage, or seepage, or his car against accident, can afford to buy shares in the insurance companies in order to share in their profits.

So I go back to my original

contention. Let the insurance companies take a certain number of men from the selling staff who have been in close contact with the people they thought were good insurance risks. Let the companies get rid of their rough adjusters who could probably secure excellent positions on city police forces working in that department which administers the third degree. A salesman is just as able as is a strong-arm man to judge human nature and to discover in a search for the facts whether or not the claim is a just one. He is much better equipped to guard the goodwill of the company whose name and reputation he must represent at the point where it either injures or helps the company in its subsequent dealings with the public.

From the previous charges and the later suggestions I hereby absolve most of the great insurance companies which are prompt to pay policies, which do not assume that most people are crooks and which have pointed the way for the host of automobile, real estate and other insurance companies.

Many an industrial organization has discovered that it can get along with fewer salesmen and sometimes without any salesmen. In many other cases, manufacturing companies are cutting down the amount of waste in their distribution by making salesmen stay in small territories to save high travel expense and hotel bills, and in other ways are doing their share to cut down the tremendous national waste bill. Why doesn't some insurance company take this opportunity to secure a new type of representative at the point of sale and then advertise the fact to the public? There would be a national cry of delight if some company should suddenly and surprisingly say in its advertising that its adjusters are gentlemen, and that they had been instructed to assume that the claim was a just one until it was proved to the contrary.

We reformers can't hope for immediate recognition and agreement, but something should be done by certain companies soon if

they do not want to lose the respect and confidence of the public.

If they could hear some of the incidents which are being passed around by word of mouth they would come to a quick realization that this sort of advertising can work much harm, and that they have let themselves in for some very bad advertising by allowing themselves to be represented by adjusters of the wrong type.

A manufacturing company or a department store wouldn't last long if it handled claims and just complaints in the manner employed by too many insurance companies.

It is time they realized that the fundamentals of business are the same in all lines of industry.

Millis Agency Appointments

Norman Heffron, who has been agency manager of The Geyer Company, Dayton, Ohio, advertising agency, will join the Millis Advertising Company, Inc., Indianapolis, on January 15, as vice-president in charge of advertising production. In his new position, he will supervise all copy, art and layout work for the Millis agency. Mr. Heffron at one time was advertising manager of the Holeproof Hosiery Company, New York.

Arthur J. Spicer, formerly with the Ralph H. Jones Company, Cincinnati, has been appointed director of mechanical production of the Millis agency. Lloyd J. Wilson, formerly service manager, has been advanced to the position of assistant secretary.

Maxwell Droke has become assistant vice-president in charge of copy production and Robert E. O'Hara, assistant editorial director.

D. H. Parsons with Cowan, Dempsey & Dengler

Donald H. Parsons has joined Cowan, Dempsey & Dengler, Inc., New York advertising agency, as an operating executive. He was formerly with the Curtis Publishing Company.

J. E. Trower, Advertising Manager, Syracuse "Herald"

John E. Trower has been appointed advertising manager of the Syracuse, N. Y., *Herald*. He had previously been with the Pittsburgh *Post Gazette* in a similar capacity.

Migel Appoints George C. Sherman Agency

J. A. Migel, Inc., New York, Migel silks, has appointed the George C. Sherman Company, Inc., advertising agency of that city, to direct its advertising account.

Appoint Batten, Barton, Durstine & Osborn

Brown & Bigelow, St. Paul, Minn., manufacturers of remembrance advertising, have appointed Batten, Barton Durstine & Osborn, Inc., Chicago, to direct their advertising account.

The Green Brothers Company, Springfield, Mass., manufacturer of Big Banker candy bars and Tastyest, a chocolate yeast compound in chocolate bar form, has also appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account.

New Accounts for Federal Agency

Sohmer & Company, New York, Sohmer pianos, have placed their advertising account with the Federal Advertising Agency, Inc., of that city.

E. P. Reed & Company, Rochester, N. Y., have appointed the Federal agency to direct the advertising of Matrix shoes.

W. W. Craig, Vice-President, Albert Frank Agency

William W. Craig, recently managing editor of the New York News Bureau Association and the *Wall Street News*, has joined Albert Frank & Company, advertising agency of that city, as vice-president. He was formerly financial news editor of the New York *Times*.

Now Hommann, Tarcher & Sheldon, Inc.

Hommann & Tarcher, Inc., New York advertising agency, has become Hommann, Tarcher & Sheldon, Inc. George H. Sheldon has been associated with Hommann & Tarcher, Inc., as vice-president and director since April, 1928.

G. T. Viskniskki with Chicago "Herald and Examiner"

Colonel Guy T. Viskniskki, formerly business manager of the Pittsburgh *Sun-Telegraph*, is now business manager of the Chicago *Herald and Examiner*. He was at one time general manager of the Hearst newspaper feature syndicate.

L. M. Beals, Advertising Manager, O-Cedar

L. M. Beals, recently assistant advertising manager of the W. A. Sheaffer Pen Company, Fort Madison, Iowa, has been made advertising manager of the O-Cedar Corporation, Chicago, maker of O-Cedar mops and polish.

Cigar Account for William Irving Hamilton

E. A. Kline & Company, New York, makers of Medalist cigars, have appointed William Irving Hamilton, advertising agency, New York, to direct their advertising account.

..... All December Display Advertising Records Broken.....

DECEMBER, 1928, was a banner month in Herald and Examiner history—for never before during a month of December has this newspaper printed an equal volume of display advertising lineage. A gain of 916 columns, or 30% was made over December, 1927. Here are the three outstanding points of Herald and Examiner achievement during December, 1928:

1 The largest volume of advertising ever printed by this newspaper in December

2 The largest actual gain made during Dec., 1928, by any Chicago newspaper

3 The largest percentage of gain made during December by any Chicago newspaper

*Here is the Advertising Line-up
of Chicago Newspapers
for December*

HERALD AND EXAMINER

Gain 916.27 Columns
or 30.2%

TRIBUNE

Gain 718.42 Columns or 10.9%

AMERICAN

Loss 5.13 Columns or 0.1%

DAILY NEWS

Loss 398.40 Columns or 7.4%

POST

Loss 134.13 Columns or 8.4%

JOURNAL

Loss 404.55 Columns or 27.8%

*More and More Advertisers are Using
More and More Advertising in the*

CHICAGO Herald and Examiner

J. T. McGIVERAN . . . Advertising Director


W. B. COMPTON
Western Advertising Mgr.
915 Hearst Building
CHICAGO

E. M. COVINGTON
Eastern Advertising Mgr.
285 Madison Avenue
NEW YORK

T. C. HOFFMEYER
Pacific Coast Advertising Mgr.
625 Hearst Building
SAN FRANCISCO

Member of The Audit Bureau of Circulations

One of the 28 Hearst Newspapers read by more than 20,000,000 people




Concentrate Your Sales Energy Where People Have Money *... and lots of it!*

Compare the fifty-mile area comprising the New York Market with any other spot on your national sales map.

The ten million consumers in this compact, easy-to-reach territory, have more, earn more, save more, buy more and spend more than any other ten million anywhere!

And during 1929 they will earn more and spend more than ever before. Isn't this the place to CONCENTRATE?



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CHI
Ho
Bu

Just think of it—a city the size of Cleveland has moved into the New York Market since 1920! Homes for 133,000 new families were built in one year! Two and one half million people are employed at high wages and big salaries!

This market is the home of America's Greatest evening newspaper—the New York Evening Journal. It dominates the New York Market effectively and economically.

Among New York evening newspapers the Evening Journal is overwhelmingly FIRST in public preference, the only evening paper that gives adequate home coverage, the newspaper that produces greatest sales volume at lowest sales cost.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

CHICAGO:	DETROIT:	NEW YORK:	ROCHESTER:	BOSTON:
Hearst Building	Book Tower Building	9 East 40th Street	Temple Building	5 Winthrop Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

One Newspaper Adequately Covers Detroit

The Detroit News Reaches

82% of All Homes Taking

Any English Newspaper

Sometime ago the advertising director of the J. C. Penney Company stated that one newspaper covering two-thirds of a territory enabled him to make his advertising effective with the whole population. How much more logical it is for advertisers to use only The News for covering Detroit may be seen when one realizes that The News by actual survey reaches four out of every five Detroit homes taking any English newspaper. That many advertisers are already aware of the economies and advantages of this Detroit situation is evidenced by the leadership of The News in every division of advertising in 1928 as indicated by the lineage figures given below—an astounding supremacy which would have been impossible to achieve without one paper patronage.

Newspaper	Local	National	Classified
News	18,850,230	5,355,980	6,253,758
Second Paper.....	7,522,102	4,015,802	3,550,176
Third Paper.....	9,274,146	2,708,370	1,879,248

The Detroit News

The HOME newspaper

New York Office

I. A. KLEIN, 50 E. 48th St.

Chicago Office

J. E. LUTZ, 6 No. Michigan Ave.

Federal Trade Commission a "Scourge and Disappointment"

Business Expected It to Be a Friend and Guide, but It Has Turned Out to Be a Policeman

By Hon. William C. Redfield

Former Secretary of Commerce

FOR several years prior to 1913 it had been evident that the relation of business to the anti-trust laws needed to be clarified. There was much dissatisfaction with the operation of the Sherman Law. Phrases like "monopoly," "trust," and "restraint of trade" were used without accurate definition. Business men wishing to obey the law, did not and could not understand it. The situation grew worse during the year 1913. Men came to me often asking whether such and such a course was proper under the law. I could not tell them, and there was no place where they could find out. One man of large affairs tried to consult the Attorney-General, who told him in substance that he was counsel for the other side, that, if he broke the law, he would try to punish him but that he could not tell him how to obey the law.

There grew up, therefore, a demand for some action which should make the law clear. Nothing is more hurtful to commerce than uncertainty, and uncertainty was the order of the day.

There were, moreover, two conflicting viewpoints, viz., that within Congress itself, and that in the business world and in the executive branch of the Government. These two were in conflict both in spirit and purpose. The business world did not know what the law meant and wanted to find out. As a

whole, it was willing to keep the law if it knew what it was, and it sought for some authority who could point out the way of obedience. Congress, on the other hand, was suspicious of business; it was apt to put the worst construction upon its plans and purposes, and, of course, there was enough to be heard and seen in the business world to give a measure of justification for the Congressional attitude.

Out of these conditions had arisen as early as 1911 bills proposing some form of trade commission. Senator Newlands had said:

"There is need of an independent, quasi-judicial and administrative tribunal of great character and dignity, as far removed from partisan con-

trol as are the courts. . . ."

In 1912, both the Republican and Progressive Parties declared for a Federal Trade Commission. A referendum by the National Civic League showed 614 to 278 in favor of a Commission. Industrial leaders like E. H. Gary and George W. Perkins urged that a Commission be created. The Senate Committee on Interstate Commerce took 3,000 pages of testimony in 1912, and filed a brief report showing the growth of sentiment for such a body.

It cannot, however, be over-estimated that the unanimity which seemed to exist in Congress and the business world on the subject

CALLED on to answer the question: "Does the Federal Trade Commission justify its existence?" at a meeting of the National Republican Club held in New York last week, the Hon. William C. Redfield, Secretary of Commerce under President Wilson, gave his answer in an address printed here. His is an answer that is born of experience. It is also one of historical value. No man in this country knows the early history of this particular Commission better than Mr. Redfield. He officiated at the birth of that Federal body and has ever been a close student of its work.

of the proposed Commission was more superficial than real. Business men sought a body to advise them in advance respecting the lawfulness of business practice. It needed and asked a guide, counselor and friend. Congress had a different idea. The bill, as it emerged, had no provision for advice in advance or for assured conferences with business. The commercial world asked bread and received a stone; it expected a friend and was given a policeman.

I know the attitude of the Executive at that time, for it was my duty to stand between the business world and the President, placing before the latter what reached me from the former. There was eagerness on the part of men of affairs to know the law and with the vast majority of them a sincere desire to obey it when known. The Administration intended that the Clayton Act and the Federal Trade Commission Act should provide definition and machinery that should be corrective rather than punitive. The Federal Trade Commission was meant to be a body which should adjust economic conflicts in accordance with calm reason and scientific study.

This is evident from the message of President Wilson to Congress, which on January 20, 1914, advocated the Commission. He said:

The business of the country . . . has long awaited and has suffered because it could not obtain . . . more explicit legislative definition of the meaning of the existing anti-trust law. Nothing hampers business like uncertainty. . . . Surely we are sufficiently familiar with the actual processes and methods of monopoly. . . . to make definition possible.

The business men of the country . . . desire the advice, the definite guidance and information which can be supplied by . . . an interstate trade commission. . . . The opinion of the country . . . demands such a commission only as an . . . instrument of information and publicity and as an instrumentality for doing justice to business where the processes of the courts of the natural forces of correction are inadequate.

The bill, when it appeared, was not of this sort. In Congress there were those who objected to the measure when drafted. Senator Burton said:

The Commission . . . is given power to supervise the business of the country. What will be one of the first results? When two competitors are engaged in business—individuals, partnerships, or corporations—and one of them thinks, perhaps erroneously, that he is worsted in the race of competition, there must needs be an application to the Trade Commission to see if in that way some advantage cannot be obtained.

He prophesied that the true purpose of the bill would be realized only through the forbearance and exceptional qualities of the men chosen as Commissioners—not, said he, "because of the terms of the Act." Others pointed out that the Federal Trade Commission, as created, was a "tribunal which, in its close touch with the commerce of the country, in its wide ramifications, has a power to make or mar almost equal to that of an absolute government."

On the vital point of guiding business in the right path Congress and the business world were at odds, yet in the earlier part of the debate those who favored the measure said the Commission would bring business into harmony with the law through "conference, negotiation, and mediation." It was said also that the Commission would "relieve doubt and uncertainty in business, develop trade, encourage commerce, and promote enterprise," for it would be analogous to the Interstate Commerce Commission establishing precedents, and thereby creating an enlightened public opinion. The Commission was meant by these advocates to be an educational force in matters of business practice. The special committee on trust legislation of the Chamber of Commerce of the United States in the spring of 1914 said:

A commission will have in its membership one or more men whose experience and training have been gained primarily in business; thus there will always be possibility for representation of the point of view of practical men of affairs. . . . As the Commission is to have a function of recommending legislation relative to trade practices and the like, it is all the more important that it is to be a body of experts.

These hopes, cherished by the business world, passed soon into the land where all things are forgotten. The Commission, indeed,

Powerful coverage without extravagance

OF the three daily newspapers in Indianapolis, the public has for years expressed an overwhelming preference for The INDIANAPOLIS NEWS.

The NEWS reaches more than 86% of all the families in Indianapolis and Marion County, and in addition gives remarkably thorough and well balanced coverage throughout the 70-mile Indianapolis Radius. Over 93% of NEWS circulation is home-delivered!

The NEWS *alone* does your advertising job—thoroughly, forcefully, economically! It is only logical that hundreds of the most successful national advertisers use The NEWS *exclusively* to win and hold this rich, responsive market!



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL
110 East 42nd St.

Chicago: J. E. LUTZ
The Tower Bldg.

NEWS 1928 CIRCULATION WAS LARGEST IN ITS 50-YEAR HISTORY

made a good start. It sought, as it said, "to make use of every available source of enlightenment," and to act "with the utmost circumspection." It gave, in those early years, a respondent full opportunity at hearings to cross-examine its witnesses and to prove every defense set up in its answer. It said in its report for 1916:

While it is the purpose of the Commission to confine the evidence within the scope of the inquiry, nevertheless, . . . judicial rules of pleading and procedure are not strictly adhered to. The main desire is to get all the facts . . . in order to make a just and fair and speedy disposition of the matter.

There were in these early days few ill-founded prosecutions, and again to use its own words, "in a number of instances, although there appeared to be a violation of the law, still the party complained of agreed to cease and desist therefrom and in such cases the Commission dismissed the case by a conference ruling." During this primary period we find an evident desire to advise business by promising to publish a "series of general rulings . . . for the use of the public . . . to be submitted to applicants for advice whenever the ruling may cover the state of facts described." These are the words of the Commission.

It is inevitable, however, in all Government affairs that the letter of the law shall prevail. Executives and Commissioners alike are told by their legal officers that they must obey the law in its strict language. An executive may not venture to act on what he believes is the spirit of the law and a commission is similarly placed. Hence, a legalistic tendency appeared ere long in the conduct of the cases of the Federal Trade Commission and grew till it was in supreme control. A student of the Commission in its later period, said, "Even the best of the Commission's findings have an accusatory, rather than a judicial tone, which . . . must greatly weaken their authority," and in time it came to be the case that in one decision after another the courts restrained or modified the findings of the Commission. It takes but a cursory examination of

the practices of the Commission during this period to find a striking disregard for fair play. Many believe that the Commission permitted press publicity respecting charges before a formal complaint had brought the charges themselves to the respondent.

Business will not wait; it cannot wait; action is of the essence of its life—and one of the serious injustices wrought by the Commission was the slowness of its procedure. Cases frequently were pending a year and a half, only to be dismissed or discontinued after hearing. Others, dismissed without trial or hearing, dragged on for nearly two years. It is a truism to say of business that credit is of the essence of its life, but this essential fact of credit was repeatedly threatened or attacked without redress. No reparation, orally or otherwise, was made to the injured business man. Neither the testimony nor the defense in such cases as I have cited was published in the Commission's reports. The reasons for its continuance or dismissal were given in such casual terms as "failure of proof," "evidence not sufficient to support an order," or, "no reasons assigned."

The Commission showed no appreciation of the fact that credit is sensitive or of the injustice of attacking in public and acquitting in private. The lowest criminal before the bar of justice has the lawful right to know the nature of the offense with which he is charged, including the name of his accuser, and he may know the witnesses against him and cross-examine them. The Commission at this period refused to grant bills of particulars or even to let the respondent know who accused him. In one case, a respondent, charged with violations of the law by advertising and who alleged that he had searched in good faith but in vain for the offending advertising, applied to the attorney of the Federal Trade Commission for a bill of particulars. It was denied. The Commission in substance took the attitude of saying, "You have done wrong," and, when asked how or where, said, "We won't tell you."

SAFETY

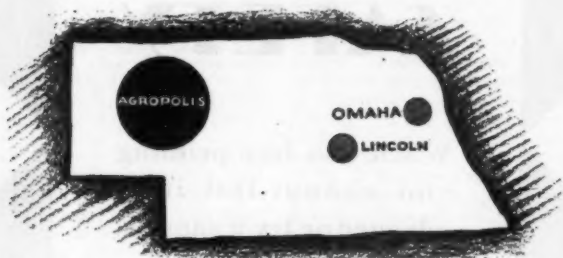
**When you buy printing
you cannot test it in
advance or try a sample.**

**There is only one way
to play safe. Confine
your printing to those
houses that wish to do
things the right way,
and also *know how.***

**CHARLES
FRANCIS
DRESS**

**461 EIGHTH AVENUE
NEW YORK**

In Nebraska—



"AGROPOLIS" is *the major market*

613,000 people in "Agropolis". More than twice the number in Omaha and Lincoln combined! A major market!

Agropolis is highly responsive to promotional work. It is rich. It is alive. It comprises 124,417 farms, bound together as neighbors, by fine highways and fast autos. The dwellers of "Agropolis" include all classes of citizens, just as does your city—the wealthy man, the man of comfortable means, the man who is just getting along. But on the average they are making money and *spending* it. They are just as able and anxious to buy as the city folk. But to *sell* them you must *reach* them—and the "news-

paper" they read is their local paper, The Nebraska Farmer.

One Paper—80% Coverage

The Nebraska Farmer reaches 80% of the farm homes of the entire state. It is a local weekly paper, edited for the entire family. It is one of the Standard Farm Papers, newsy, authoritative, helpful. In it, you may, if you wish, run *localized* advertising copy; from it you can get local sales cooperation and marketing assistance.

In almost every agricultural state, the largest or second largest market is "Agropolis". In almost every farm state, the leading citizens read one of the Standard Farm Papers. 15 *non-duplicating* publications, reaching 2,500,000 representative farm homes.

How to Sell "Agropolis"

A distinguished authority has compiled a comprehensive survey and marketing guide to the entire farm market. This survey is called "The Other Half of America's Market". It will be presented to interested executives on appointment.

*Your sales problem is national—but your dealer's is always local.
The Standard Farm Papers meet both!*

The Nebraska Farmer
The Farmer, St. Paul
The American Agriculturist
The Wisconsin Agriculturist
The Breeder's Gazette

Pennsylvania Farmer
Ohio Farmer
Wallaces' Farmer
The Progressive Farmer
Pacific Rural Press

Kansas Farmer
Missouri Ruralist
Hoard's Dairyman
Michigan Farmer
The Prairie Farmer

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager
307 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager
250 Park Avenue

San Francisco, 1112 Hearst Building

**The lineage record made by
the Detroit Times in 1928
reflects credit on the judgment
of those advertisers
who refuse to
“stay in the rut”---**

**Detroit's other newspapers
show millions of lines
lost in the last
three years---**

Surely---

“The Trend is to the Times”

It is the simple fact that a business house before this body was refused rights secured by law to a man charged with murder, that is, to know specifically with what offense he is charged, and whence the charge comes. A premium was put officially upon anonymous attacks and the Commission acted as accuser, judge, and jury, having all the facts itself but refusing them to its victims. We find in "Alice in Wonderland" the following passage, remarkably suggestive of the methods, during this period, of the Federal Trade Commission:

Fury said to a mouse,
That he met in the house,
"Let us both go to law: I will prosecute you.
Come, I'll take no denial;
We must have a trial:
For really this morning I've nothing to do."

Said the mouse to the cur,
"Such a trial, dear sir,
With no jury or judge, would be wasting our breath."
"I'll be judge, I'll be jury,"
Said cunning old Fury;
"I'll try the whole cause and condemn you to death."

It is frankly admitted that the Federal Trade Commission has well performed an important duty in supervising foreign trade done under the Webb-Pomerene Act. It is also admitted gladly that the Commission has performed a valuable service in many outstanding cases of unfair competition. I recall repeated cases where it has wisely and well stopped unfair and improper action which called for its condemnation. The series of trade practice conferences has done much to stop improper courses by consent.

But the very spirit of fairness which leads us to admit that the Commission has done well in these respects bids us say that it has also failed in serious ways. It has not, upon the whole, been a constructive or illuminating force; its transcripts of cases have little educational value to the business world. Its findings are expressed in legal phrases rather than in clear statements of business facts. They do not give the reasons on which decisions are based in such a way that "business men and attorneys

could be guided in the conduct of affairs." We looked to it for practical judgments; we hoped it would grasp its privilege as a guide, and its obligations to render expert decisions which would be milestones for opinion. So far, it qualified chiefly as a finder of physical facts and failed thereby to justify its separate existence.

In a study of the Commission's activities made four years ago by Gerard C. Henderson, he points out that the "irregular practice of allowing the trial attorney to have a hand" in preparing the findings should be forbidden, and he recommended that the trial attorney should be drawn from a panel separate from the division of the Commission which initiated the complaint. Indicating the serious fault involved in attempting to combine the double role of complainant and judge, he suggested that the Commission be required by statute to issue a citation for inquiry to persons employing questionable practices which would afford to all concerned opportunity for an open and impartial hearing. A former Chairman of the Commission, Nelson B. Gaskill, in a dissenting report made in 1924, suggested that when the respondent complies with the formal order to cease and desist the case should be dropped. Both these later suggestions are in line with the earlier practice of the Commission and are consonant with the purpose for which it was created. Indeed, Mr. Gaskill admitted that the Commission did not always work justice, by saying:

There . . . will continue to be much criticism from the business world arising out of the mandatory application of the process of complaint, trial and order. . . . Despite the utmost care and precautions in the issue of a formal complaint there will be cases in which the full explanation or argument will indicate that the complaint would not have been issued had the ultimate facts been available.

When it had endured the Commission for ten years the business world began to rebel against its unjust methods. The American Grocery Specialty Manufacturers' Association sought to amend the law by requiring the Commission

to seek informally, constructively and helpfully to determine with the user whether a method questioned by it is an unfair method of competition and to resort to a formal proceeding only upon the failure of such informal inquiry. This suggestion was supported by more than thirty trade organizations which sought not only to prohibit the flagrant injustice that had existed and to forbid premature publicity but to require that the orders of the Commission should no longer be made in vague and general terms but in specific language.

At the end of ten years' service the Commission had failed to provide the expert opinion promised, it had exceeded in severity the spirit and purpose of the law, and had not been able adequately to control its processes, much less to amend them, because it was lost in the complex mazes of its own machinery. It had been on the whole a disappointment and a scourge to the business world. Fortunately, the courts had largely clipped its wings.

The appointment as Chairman of the Commission of Hon. William E. Humphrey was welcome because it was felt that his mature experience in public affairs would lead to the removal of the abuses. This hope has not been disappointed.

Mr. Humphrey caused the adoption of a rule providing that no complaint should issue until the parties complained of should have an opportunity to be heard, if they wished it. It was fortunate for the country and for the Commission that, through Mr. Humphrey's wise and considerate action, the Commission became more worthy of the confidence of business. I have no doubt that the influence of the present distinguished Chairman will be exerted to cause the Commission to do its work in a just and considerate way.

But—and the "but" is a very large one—I know from long experience that inexorable pressure is brought upon every public service to interpret the law in its strictest form. That narrow legal habit of thinking pervades every public office. It is reinforced by

the solicitors of each Department and by other counsel and by the Department of Justice, for they find safety only in the letter of the statute, and often take small heed of the spirit and purpose thereof.

It is in fact of record during January, 1928, that a representative of persons interested in industries involved in a forthcoming report asked permission to inspect it with a view to pointing out any mistakes therein, if such should be found. The Commission denied the request by a vote of four to one, but the Chairman wrote in his letter of transmittal to the Senate these significant words: "In my opinion the request should have been granted." The man at the top may not always be just and calm, and were one to take the helm in the spirit of a crusader the business world might well tremble. I think there is little doubt that the reason why a number of business houses have refused to furnish information about their confidential affairs lies chiefly in the fear, born of the hard experiences of others, that the Commission may not always play fair in its use of intimate material.

Finally, I feel strongly that we should do away with the independent commissions which are so abnormal a part of our Federal structure. Each and every one of them should be definitely connected with a Government Department having a responsible Cabinet member at its head. I do not mean that they should lose their power of action but that they should not function in a separate atmosphere untouched and uncontrolled by the Executive. There should be some man in every case who is accountable so that the Administration as a whole will be responsible and can give that guidance under responsibility which experience has shown to be necessary for the conservative use of exceptional powers. It is a tradition, based probably on fact, that President Roosevelt used to turn over reports of Commissions to his secretary. Certainly no President has time to give them anything like the watchful care the good of the country requires.

From **The Chicago Evening American Market:*

The Chicago Evening American is read by

44.12%

of all Chicago families having savings accounts. Applied against the latest available Federal Reserve figures, this percentage discloses that Chicago Evening American reading families have a collective bank account of \$313,705,114.

*The Chicago Evening American Market is the term applied to the tabulated facts gathered in a survey made in Chicago by Emerson B. Knight, Inc., of Indianapolis, financed by this newspaper but independently conducted. It is presented to advertisers and advertising agencies, at their offices, in graphic motion picture or chart form, with a supplementary book-presentation for extended study. Appointments for either presentation may be made directly with this newspaper, or through any of its offices or representatives.

CHICAGO AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Universal Service and Audit Bureau of Circulations.

Selling Consumers on the New "Where To Buy It" Service

The Bell System Goes to the General Public with the Story of the New Service Which Was Recently Made a Part of the Well-Known Classified Telephone Directories.

A NATIONAL advertising campaign in general periodicals and newspapers has been launched by the American Telephone and Telegraph Company to inform the user—the general public—regarding the advantages (to the consumer) of the classified listings of nationally advertised merchandise in local classified telephone directories in cities throughout the United States.

Two advertisements have been definitely scheduled for publication in January, and others will appear each month during 1929. Two national weekly periodicals, and selected newspapers in larger cities, are to be used. The advertisements scheduled for the weeklies are page size. The first is entitled, "Classified Telephone Directories now help you find who sells it," followed by the sub-caption, "An additional Bell System service for the telephone user."

Prominently featured in this advertisement is an illustration showing two prosperous-looking women shoppers in a store, a salesman apparently taking an order, and various familiar electrical merchandise standing upon a display table and in showcases. Beneath the picture, the words, "How easy it is, in this new way, to find where to buy just what you want," suggest the idea described in the accompanying copy. This idea is that the women shoppers have come to this dealer's store in quest of some article they have seen advertised in the national campaign of some manufacturer.

The copy reads as follows:

The Bell System has introduced a new feature into its classified telephone directories. It is called the "Where to Buy It" service.

Often you may find it necessary or

desirable to buy certain articles or services such as sewing machines, washing machines, shoes, paints, vacuum cleaners, and a hundred other things whose names and trade-marks you see constantly advertised. You know what you want—it is simply a case of knowing where to go for it. The new feature of the Bell System directory service gives this information.

Many of these familiar names are listed alphabetically in the columns of most classified telephone directories. With each appears its easily recognized trade-mark and a "Where to Buy It" list of local stores and dealers. By making a simple reference to this "Where to Buy It" list you can choose the store nearest or most convenient to deal with.

Of course, your directory still contains those classified lists which have enabled you to find physicians, plumbers, radio repair shops, service stations, florists, etc., quickly and easily. With the new listings of trade-marked articles and dealers added, your classified telephone directory now becomes more valuable than ever as a handy and reliable buying guide.

The "Where to Buy It" feature is new and, therefore, incomplete. It is growing rapidly. Many articles are already listed, and others are being added as new editions of the telephone books are issued. Manufacturers and business men are welcoming this new trade-mark listing feature as an effective way to let you know exactly what stores and dealers in your community carry their advertised products.

Your classified telephone directory "tells who sells." Use it freely. It will save miles of steps and useless shopping around. It will tell you where you can get the things you want.

Two smaller illustrations are shown in the first advertisement, one of a telephone directory opened to show the "Classified Telephone Directory" and "Where to Buy It" section, with a telephone instrument standing nearby, and the other of a woman at home, seated at her desk, and consulting her directory. The advertisement is signed, "Where to Buy It, The New Service in Your Classified Telephone Directory," with a small reproduction of the Bell trade-mark.

Other advertisements, following the first, will explain the operation of the "Where to Buy It" service to the consumer in all its phases.

Ayer Transfers P. F. Stacy

Paul F. Stacy, for the last seven years a member of the New York staff of N. W. Ayer & Son, has been transferred to the copy department of the Philadelphia office. His work at New York has been taken over by Bruce Macnamee.

WHATEVER else Detroit may have, its one common denominator of news and information when the day starts is The Detroit Free Press.



IT is Detroit's only reading possibility, habit, formula in the best hours of the day in America's Fourth Market. Each morning this newspaper goes to three out of four homes in the most densely populated, English speaking residential districts of Detroit. On Sunday its coverage is equivalent to every other home in twenty-five Michigan counties adjacent to Detroit.



IT offers not only mass circulation without

waste, but extreme high visibility for advertising through its make-up and editorial content. It is pointed at the intelligent minds and the good homes in this market, but has an interest for anyone alert enough to care whether the world turns round or stops.

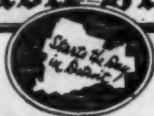


WITH an exclusive, non-competitive position as a morning newspaper in one of America's great markets, it is of tremendous assistance to the alert merchant or manufacturer in building both sales totals and sales prestige.

The Detroit Free Press

FERREE &

National



CONKLIN, INC.

Representatives

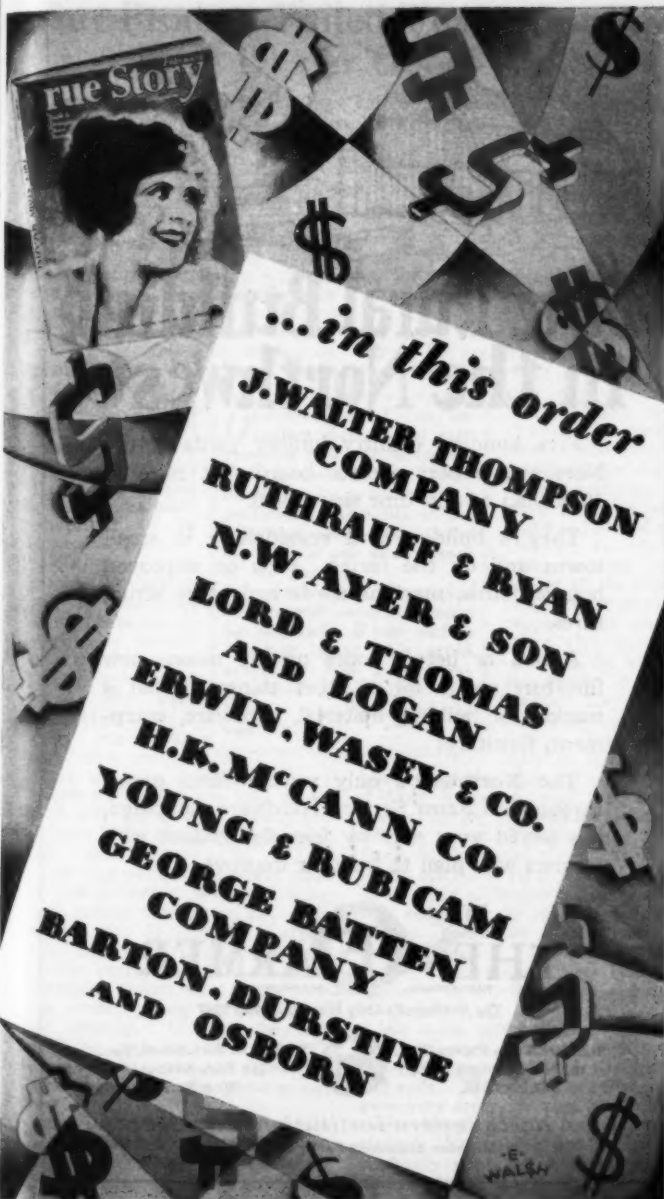
New York

Chicago

Detroit

San Francisco





...in this order

**J. WALTER THOMPSON
COMPANY**

RUTHRAUFF & RYAN

N. W. AYER & SON

**LORD & THOMAS
AND LOGAN**

ERWIN. WASEY & CO.

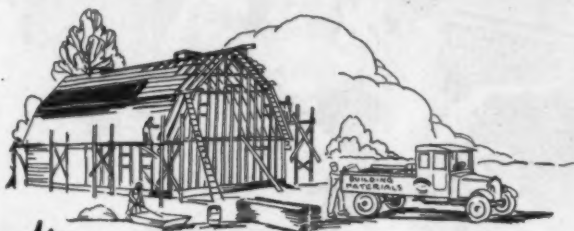
H. K. M'CANN CO.

YOUNG & RUBICAM

**GEORGE BATTEN
COMPANY**

**BARTON. DURSTINE
AND OSBORN**

E. WALSH



More Rural Building in the Northwest

Five hundred country lumber yards in the Northwest report greater board feet sales in 1928 than at any time since 1920.

They're building and remodelling in small towns and on the farms. New or improved houses, barns, machine sheds and other structures.

A new or better house usually means new furniture and a lot of other things. What a market for building material, hardware, equipment, furniture!

The Northwest's only weekly farm paper, through its Farm Service Hardware campaign, has paved your way by friendly contact with farmers who plan to build or improve.

THE FARMER
Wall Publishing Co. Dubuque, Iowa

The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.,
250 Park Avenue,
New York

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

Our Product Failed Twice, But We Kept Dealer Good-Will

Every Year Since the Initial Two Failures, Sales of the Dayton Steel Tennis Racquet Have Doubled

By S. C. Allen

Sales Manager, The Dayton Steel Racquet Company

TWICE in two years we set out to sell a new type of tennis racquet. Not only did we encounter the resistance that one normally finds opposed to a radically new product in a field where an old one has long been established, but twice our racquets failed us, leaving us in the unenviable position of either giving up the ghost or making a third attempt to merchandise an improved racquet against what would seem to most manufacturers to be impossible odds.

We took the gamble. Working out a sales plan which above everything else considered the dealer, we sallied forth a third time. We were successful. And every year since our third market attack we have doubled sales.

How we were able to keep dealer good-will after two cataclysmic failures is the theme of this story. But I must lead up to it.

The idea of tennis racquets made of steel instead of wood and using steel strings instead of gut, originated with William A. Larned, who, playing top flight tennis for twenty years, had been National Champion eleven times and always was ranked among the first ten of the country. Actually, he was both the cause of our company's coming into existence and the cause of its nearly passing out later.

Mr. Larned brought us into the merchandising field in 1922, when he became president of our company, which was formed to market

the steel racquet with which he had been experimenting for many years.

Mr. Larned nearly took us out of the merchandising field shortly after because, being one of the world's most accurate tennis players, he hit more balls with the center of his racquet than most anyone else. The result of his accu-

racy was that the first racquets we produced—pretty close to 40,000 were made and sold during our first year—were perfectly all right for Mr. Larned to play with, because he did hit all the balls in the center of the racquet, but they were the worst kind for the average player to use because they had absolutely no resiliency along the sides or any place

OCCASIONALLY, an imperfect shipment of merchandise will slip through a well-regulated factory. More often, a new product which performed admirably in the laboratory will fail miserably when it gets in the hands of the public.

In both cases, dissatisfied dealers and consumers must be placated. When such a situation arises, this explanation of how a company redeemed itself after two failures may help find the way out.

else except the center.

What happened was that our product during 1922 did everything but play tennis. Handles came off. Some heads would fly out as the server started to serve the ball, and in a couple of instances the heads very nearly hit the opposing player on the other side of the court. Strings broke. Frames broke. Giving these racquets every benefit of every doubt, they were a miserable job.

We came along in the second year and made changes which we thought overcame all of the former evils. We told dealers that we were very sorry for past performances, but that here was a new racquet. Everything was going to be lovely now, we declared, and dealers could count on this racquet

as being A-1. During the second year we almost equaled our first year's sales. But, by the end of the season, we knew that the new product was worse even than the first. What a sales picture!

Along with the first two years of manufacturing, we had been doing a tremendous amount of national advertising, using full-page space in national mediums and doing a very thorough introductory job. Altogether, we did have a tremendous distribution, having actually sent the racquets to all corners of the world in quantities large enough to give everyone an opportunity to view them.

This brings us up to the beginning of our third year when, with experience as our greatest asset, we made a third product and a third attempt to merchandise it. It was the writer's particular job to go out and call on dealers and distributors with the new racquets, and I speak from close personal contact with dealer-selling conditions as they had to be met after two failures that had left retailers very, very skeptical about anything we showed or promised.

The plan adopted was to call on all dealers individually, to explain to them what the new situation was. Preliminary to having our sales force make these calls, however, we sent our engineer out on a flying trip to practically every city of importance. He called on dealers, but without having a single racquet with him.

He would go into the store and introduce himself as the engineer of the company. Very simply, he would tell about the changes in construction of our latest models. Then he would explain that the company wanted dealers to know that the new product had been perfected and that we had thought the best way to convince them that this was so was to have the engineering department take the story direct to the dealer so that every dealer question could be answered authoritatively.

These dealer visits by our engineer were followed up by calls from the sales department, and in showing dealers the new racquets we said:

"Now, gentlemen, we want you to understand that we are not here to sell you any racquets at all. This is the new racquet. We have reasons for knowing it is absolutely right, and we are willing to prove it to you in the following way. No doubt you know some man in your city here who is rather a good tennis player and a good judge of a tennis racquet. We would like very much to leave one of these racquets of ours with you and have you give it to this man, to get his opinion. On our next call, if the racquet has not lived up to what we say about it, when you see me come into the store you can throw the racquet at me—and I will then know better than to come back and talk about orders."

The Loan Racquet

This plan worked—dealers in some cases even ordered a few while we were in the store. We gave quite a few racquets to dealers to turn over to leading players, but this plan soon ran us into the situation where we simply could not give away the large number it would take to convince the tennis-playing public that we now had a real tennis racquet. Then was born the idea of the "loan racquet."

This idea was to supply our dealers with two or three racquets of our standard make, on the handles of which were burned in the words "Loaned to You" with instructions that dealers were to use these racquets to loan out to any of their customers who brought the customary wood and gut racquet in to be restrung and who wanted to borrow a racquet while their old one was being repaired.

Again we had hit upon a good idea. This, too, actually worked. Dealers were enthusiastic about it, and the loan racquet plan sold a good many thousand more racquets. The idea appealed to most dealers and users of tennis racquets as well, because it was a sporting proposition to place the racquet absolutely on its own merits. If it did not make good, we did not sell a racquet.

Retailers were very patient with us. We had created a tremendous amount of good-will by our action

INDUSTRIES TO INVEST \$44,450,000.00 IN THE BIRMINGHAM DISTRICT

The industrial building program of the Birmingham District promises one of the greatest years of constructive activity in the history of the South. New major developments will aggregate \$44,450,000.00 . . . headed by the new \$10,000,000.00 plant of the Pullman Company in the Bessemer District, the \$7,500,000.00 Goodyear plant in Gadsden, the Gulf States Paper Mill's \$4,000,000.00 mill at Tuscaloosa, the list includes a wide variety of industries taking advantage of the unlimited natural resources of the Birmingham District and millions of dollars in public utility and civic improvements. The outlook for the Birmingham District for 1929 is more than optimistic.

The Birmingham News

AND AGE-HERALD

The South's Greatest Newspaper

MORNING

EVENING

SUNDAY

National Representatives
KELLY-SMITH COMPANY

New York—Chicago—Boston—Philadelphia—Atlanta

in the matter of handling all the bad racquets which they had sent back in previous years, and I had any number tell us that they handled the new product purely because we had been fair in the matter of replacing faulty ones. They told us that the Dayton company certainly were regular people to stand behind their products the way they had, and a great many dealers kept our racquets on their shelves merely on this account. I say a great many; I think it was more than a great many. I think that 75 per cent of our sales during that third year were the result of the good-will we had created by our action in servicing the old racquets.

Since that time, we have been doing some national advertising in a smaller way, accurately placing it where it will do the most good. We have brought out string demonstrators, which are made of a section of our steel wire with a ring on either end to show the resiliency of the strings. By placing a foot on one ring and pulling on the other, the wire's stretch is graphically demonstrated. This, to a large extent, has helped to overcome the thought that, the Dayton racquet being made of steel with steel strings, is not resilient.

Contact with Dealers Kept Up

This idea, with a number of others developed to demonstrate the quality and superiority of the racquets, has helped us considerably. Along with demonstrations, we have kept up a very constant direct-mail contact with all dealers, sometimes in cartoon form or picture form, bringing out some point of superiority or demonstrating why the dealer would be better off selling Dayton Steel Racquets. All have had their share in bringing sales up to the present total.

Looking back and analyzing the job we were trying to do, we realize quite well that, in the first place, we had an article that nobody wanted. Everyone was getting along perfectly fine with wood and gut racquets, and players were in the habit of going into a store and just asking for a tennis racquet. Dealers, for their part, were

in the habit of selling just a tennis racquet, and in order to get them to specialize on Dayton Steel Racquets we had to give them a very good reason to do so. Our reasons ranged from profits to service, and we backed these with such demonstrations and helps as those already touched on.

Along with this dealer sales resistance was the resistance from the club professional, who was making a good part of his living out of the restringing he did and the new frames he sold. He felt that with the advent of the Dayton Steel Racquets he would lose a part of his business.

I think, in the final analysis, that our come-back and our doubling of sales each year for the last three years and the indication that we doubled again in 1928 can be attributed to two factors mostly:

(1) To making the Dayton Steel Racquet Company name stand out in the dealer's mind as that of a company whose policy was one of absolute fair dealing and which would lean over backward in the matter of service in order to make the racquets do what we said they would do;

(2) To our constant calls on dealers in spite of previous failures, with our spirit of friendliness and lack of high-pressure methods to force dealers to take more racquets than they thought they could reasonably sell, and to our plan of letting the racquet sell itself.

Both of these factors have created a tremendous amount of goodwill among dealers, and after all the problem of selling the racquets—as it is of selling most merchandise—lies largely in the dealers' hands.

Joins Lee E. Donnelley Agency

Charles Feldman, formerly with The Bayless-Kerr Company, Cleveland advertising agency, as a copy and contact man, has joined The Lee E. Donnelley Company, advertising agency, also of Cleveland, in a similar capacity.

Appoints Hicks Advertising Agency

The Colonial Bread Company, New York, has appointed the Hicks Advertising Agency, of that city, to direct its advertising account.

World Leadership in Character and Volume of Advertising

IN 1928 The New York Times led all newspapers of the world in volume of advertising. The Times published 30,736,530 agate lines, a new high record for New York City, exceeding the total volume of 1927 by 1,105,068 lines with a margin over any other New York newspaper of 11,000,449, also a new high figure.

Year after year The New York Times maintains its leadership in total volume of advertising and in the leading classifications—local, national, department stores, clothing, shoes, automobile, financial, rotogravure, transportation, and books.

THE RECORD

	1928	1927
	Agate Lines	Agate Lines
LOCAL	17,728,924	17,121,240
DEPARTMENT STORES, CLOTH-		
ING, SHOES	8,175,022	7,750,215
NATIONAL	7,146,308	6,692,335
FINANCIAL	4,030,989	3,340,414
ROTOGRAVURE	1,449,275	1,376,648
AUTOMOBILE	1,357,744	1,104,168
TRANSPORTATION (Railroads,		
Steamships and Tours).....	1,632,952	1,027,084
BOOKS	985,285	910,179

More significant than this unprecedented volume of advertising, however, is its character. All advertisements offered for publication in The Times are subject to a censorship which aims to protect readers from false, misleading or objectionable announcements. Hundreds of thousands of lines were rejected in 1928 because they did not conform to The Times standards.

The New York Times

Circulation—Weekdays, 425,000; Sundays, 725,000

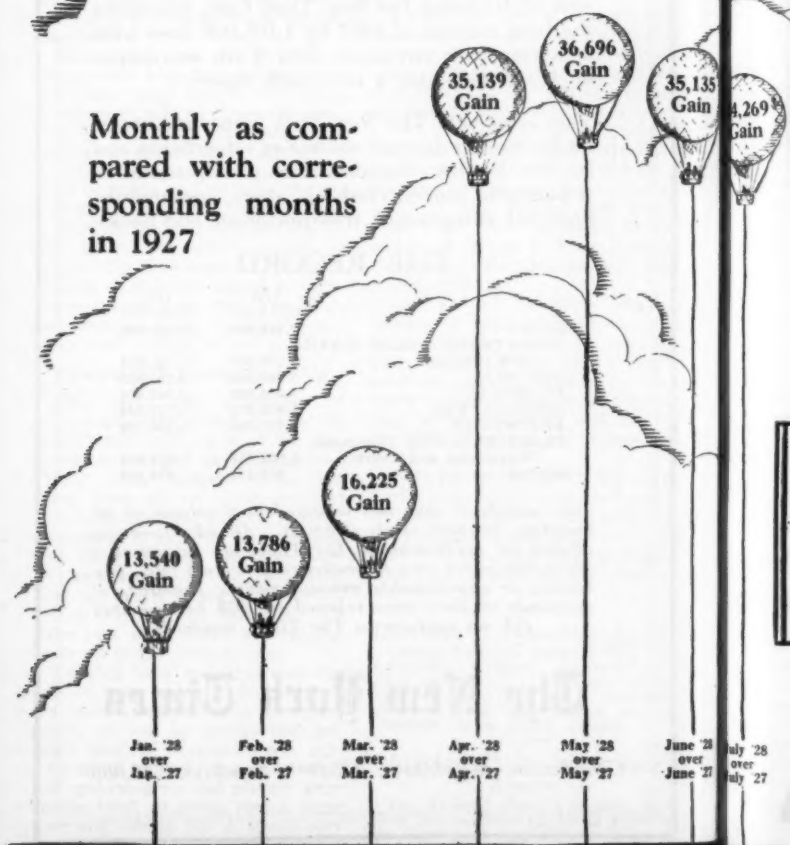
Circulation G

THE BALTIMORE

Daily (Morning and Evening)

For 1928

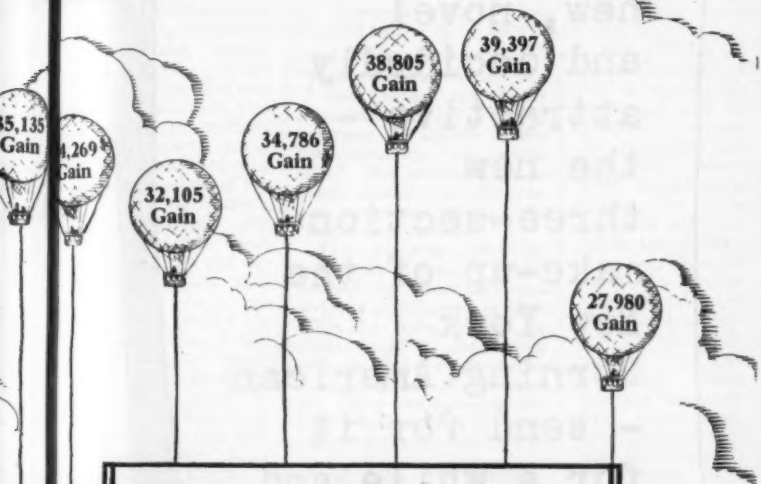
Monthly as compared with corresponding months in 1927



ti Gains of MCE SUNPAPERS

(Morning and Evening)

1928



THE
MORNING



SUN
SUNDAY

JOHN B. WOODWARD
Bowers Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave., Chicago

C. GEORGE KROGNES
First National Bank Bldg.
San Francisco

JOSEPH R. SCOLARO
General Motors Bldg., Detroit
A. D. GRANT
Constitution Bldg., Atlanta, Ga.

June '28 over June '27	July '28 over July '27	Aug. '28 over Aug. '27	Sep. '28 over Sep. '27	Oct. '28 over Oct. '27	Nov. '28 over Nov. '27	Dec. '28 over Dec. '27



new, novel
and decidedly
attractive -
the new
three-section
make-up of the
New York
Morning American
- send for it
for a while and
see if it doesn't
grow on you -

End Discussion by Getting the Facts

Ignorance Is the Greatest Expense of Business

By Harrison S. Hires

Vice-President, The Charles E. Hires Company

THE god of today, to whom men who wish to succeed must do homage, is the god of science. Science is an orderly arrangement of facts. Time was when new products were launched without the preliminaries of thorough market, production costs, and merchandising investigations. This method entailed and still entails the waste of millions in money, enormous waste of man power, waste of the consuming public's reading time and money, and waste of jobbers' and retailers' time and money. It is too heavy a tax for the American public who must more and more eliminate waste in order to have the wonderful prosperity that will come when facts and not fancies govern us. We cannot afford to tolerate longer the old methods. The game-sport gambler who hazards his roll on such methods will be largely eliminated when it becomes generally known that his chances of success are considerably less than twenty to one. So say the records of patents and copyrights granted during the last two decades.

Today when Jones makes a wren-remover he goes to experts to study market possibilities and finds out if his product is likely to be commercially successful. Physicians, production experts, merchandising and advertising experts are called in and after thorough investigations have been made and reported Jones knows before he

spends more than his investigation fees whether or not his product is worth while and if it will prove sufficiently profitable to make and sell it, i.e. to pay a satisfactory profit after estimated producing, merchandising and selling costs have been taken care of.

THE popular belief that two heads are better than one has led many a company to decide important questions "in conference." But one head or six heads cannot find the correct answer unless the "facts" are available.

This company tried the "six men around a table" method and found that each one had a different opinion. Who was right, it was decided, could be determined only by thorough investigations. Now all problems in the Hires organization are solved by searching for facts.

The Charles E. Hires Company of Philadelphia has made and sold its Rootbeer extract for household use since 1876. Afterward we put out a syrup for soda fountains and a solution for bottlers, who carbonate Hires in bottles under the label and crown and according to directions specified by the company. These products are made from actual roots and barks and contain no chemicals

or drugs. The retailer sells Hires at 5 cents per bottle or glass, the same price he gets for artificial rootbeers which cost from one-half to one-quarter as much. The household extract sells to the consumer for little more than the artificial substitutes. These similar but different products present each its own problems. In addition the company owns and manages a large sugar plantation in Cuba and a distilled water business whose product is Purock water. I mention these things to show how complex and various are our problems and how almost infinite are the facts of our own business, most of which are yet to be discovered.

The executives of the company

have for a number of years, in line with new-day ideas, made many investigations and tests in the fields of production and merchandising. These have supplied unexpected and surprising information. Suggestions for future investigations are so numerous and so fraught with possibilities and this work has become so great and important that two new executives have recently been appointed, whose sole task is to gather facts and report findings.

One might suppose that executives who had control of and operated a business for many years would know all there is to know about their business, and yet there is certainly not a business in the world whose executives know more than a small per cent of all the facts pertaining to it.

Anyone who starts in a methodical manner on a course of scientific research soon finds himself engaged in the most fascinating work in the world. The research worker is the modern magician and miracle performer and he is rapidly taking his place in the estimation of his fellow men as the most valuable member of society. His calling will be regarded in the future as the supreme profession and will attract men of the finest brains. He should and will receive the greatest rewards in personal satisfaction and in money.

We believed our knowledge of our distribution was fairly accurate. We had, we were sure, reliable reports from our salesmen on every town and every wholesale and retail outlet in the United States and Canada. But we decided to get facts by checking and re-checking. We picked several cities for a thorough investigation.

Scarcely believable were some of our findings. In one city where sales were better than average we found that a competitive product was outselling our own. There was no doubt about it. Every retailer and wholesaler was called upon and not one of them knew by whom the questions which they were answering were being asked. We met the situation promptly when we had the facts, overcame

it to a large extent, and increased sales.

In this town most dealers were handling our product as well as that of our competitors. We believed that few dealers handled more than one product of the kind and our findings in this case led us to make a much wider survey, which disclosed the fact that in many cities conditions nearly as bad existed and that our salesmen, whom we consider reliable, honest men, were in some cases afraid to tell us the truth; but probably in most cases did not know the truth, as dealers naturally do not tell our salesmen if they are pushing or buying other products. However, they willingly give the facts and the real opinions to a disinterested questioner.

In another city we found that the salesman had reported only on half the dealers. The half he had not reported on were handling a competitive product. Now by looking at the population figures of a city or town we can generally figure closely how many outlets exist for our product. This particular city, however, was a winter resort as well as a marketing center and had about two and a half times as many of our type of stores as its population would indicate. The salesman in this and a number of other cases had hidden his poor work behind population figures.

Other Interesting Facts

We had always believed that certain classes and races were the largest consumers of our product. A careful examination revealed that our opinions bore little relation to the facts. We believed that a certain kind of expensive store advertising increased sales. The facts proved we were wrong. We believed that women in many instances did not make up root-beer from our extract because of certain reasons. Personal interviews with 600 women gave us a new slant on the consumer resistance problem. Thousands of returned and answered postcard questionnaires from thousands of women of all classes and from all

More Than
200,000
Daily

Los Angeles Examiner

More Than
440,000
Sunday

"Greatest Salesman in the West"

5¢ DAILY

JANUARY 17, 1929

10¢ SUNDAY

ONE PAPER OUTPULLS OTHERS IN DIAMOND SALES BY 5 TO 1

JEWELRY FIRM FINDS

EXAMINER SPACE PAYS

SELLING diamonds is never an easy task. The Examiner, though, does a better job of it than other Los Angeles newspapers by a ratio of 5 to 1, according to executives of the Hamilton Diamond Company. Here's their interesting communication of recent date:

"Newspaper advertising is an innovation for us. It became a part of our selling program upon a change of policy recently. To inaugurate that change, we used a two-column wide, by 6-inch deep advertisement in your Sunday paper.

"The next day we were swamped! We've been repeating the use of The Examiner on a similar scale until a few days ago when it became apparent that we could regularly expect a large return upon the investment, whereupon we began using considerably larger space.

"We find that our expectations were correct. We find, also, that you outpull other papers in a ratio of at least 5 to 1."

Incidentally, The Examiner carried twice as much jewelry advertising during December, as the next nearest paper, nearly four times as much as the other morning and Sunday publication.

Young Club Leader



Mrs. Dudley Frank

Past President of the Junior Ebell Club, active member in the Senior organization, and a prominent figure in the younger social set of Los Angeles.

"WHY I READ AND LIKE THE LOS ANGELES EXAMINER"

"I read The Examiner for several reasons—first, because it is an excellent paper. Then if you would like to know my preferences for departments by the order in which I read the paper, here it is: First, Today; then the real estate section—that applies more especially to the Sunday paper. I think the Examiner real estate section the best in

the country. It keeps one abreast of the times, in touch with progress, and is wonderfully presented. Now, my husband is not in the real estate business, nor is any member of my family—so I am a very unbiased reader of that section. Then I read the news and of course the clubs—those of us actively engaged in club work look for our own activities."

One of the 28 HEARST NEWSPAPERS read by more than 20,000,000 people

Member of International News Service and Universal Service

Member of Associated Press

Member of A. B. C.

States gave us more surprises and a new policy in our advertising. From all these data we now have the facts on which to write copy which will supply the information which these women require before buying our product and giving it to their families.

What about advertising?

Six men sit at a long table and look over copy, drawings, plans, etc., for an advertising campaign. There is no agreement among them as to which are the best that have been submitted for their consideration and choice. An advertising expert speaks: "Gentlemen, my opinion is that no one here can make a guess on this material that is worth anything. You are sitting here discussing something that you have no business to waste time discussing. You can get the facts for a small expenditure and you will probably find your opinions are all wrong."

A Surprise

So we took about a dozen mediums in as many different localities and ran all the copy and tried all the schemes that had been prepared. Then the surprise. A small advertisement that had not been particularly noticed pulled from two to eight times as many inquiries as other copy that carried the same message. We switched towns and similar results were obtained. Now we were convinced that copy No. 4, which no one thought particularly artistic or attractive, was actually read by eight times as many people as copy No. 2. We may not like the copy, we may not like the plan, it may not fit in with our private theories, but that copy and that plan will be continued until they stop pulling or future investigations discover better.

The same six men had several opinions as to the mediums to be used. Each was ready to argue with great conviction on this point. Well, we tried everybody's favorite medium. We got definite answers and discussion ended, for facts end discussion.

Ahead of us are investigations galore to be made that promise

some surprising findings, we have no doubt.

Any organization of whatever age that is flexible and awake can survive the revolutionary changes that are today taking place in manufacturing and distribution. The rapid changes in our civilization will undoubtedly spell "finis" to companies old and new that are smugly satisfied to prefer human judgment to ascertaining facts.

A few independent retailers here and there are following the lead of big manufacturers and chain stores and are making all sorts of investigations and tests. Some of these independent storekeepers have tested the advertising value of colors, displays, window, mirror and wall signs, free deals, sampling, etc., as applied to different products, and some have been able, by intelligent research, to keep a jump ahead of a chain-store competitor. Such retailers have in many cases made their stores the nuclei of new chains.

And so, too, have several small manufacturers become big manufacturers, while many big ones have become small or passed out.

Know the truth for the truth shall prevail.

L. C. MacGlashan Joins Frigidaire Corporation

L. C. MacGlashan, formerly assistant manager of advertising and sales promotion of Copeland Products, Inc., Detroit, electric refrigerators, has joined the direct-mail advertising staff of the Frigidaire Corporation, Dayton, Ohio, maker of Frigidaire electric refrigerators.

D. A. Tynion Starts Own Advertising Business

David A. Tynion has started his own advertising business at Syracuse, N. Y. He formerly was with The Z. L. Potter Company, of that city, and with Moser & Cotins, Utica, N. Y.

D. D. Lee with W. D. Boyce Company

David D. Lee, recently vice-president of the Charles C. Green Advertising Agency, Inc., New York, has joined the New York office of the D. W. Boyce Company, Chicago, publishers of *Blade & Ledger*, *Movie Romances* and *Extra Money*.

First Again and for 33 consecutive years

"First Again" in advertising lineage for 1928 may be an old story. But when it is backed by an advertising volume over 50% greater than the second paper...and by 33 continuous years of advertising and circulation leadership in San Francisco...it approaches an ironclad guarantee of consistently greater advertising results.



One of the 28 HEARST NEWSPAPERS read by more than twenty million people

Member International News Service and Universal Service

Member of Associated Press

Member Audit Bureau of Circulations

W. W. CHEW
235 Madison Ave.
NEW YORK CITY

A. E. BARTLETT
3-129 General Motors Bldg.
DETROIT

J. D. GALBRAITH
Hearst Bldg.
CHICAGO

THE TRUE Cleveland

*Will spend over \$100,000,000
for expansion in 1929*

NINETEEN TWENTY NINE will be a record year for building and expansion in The TRUE Cleveland Market. \$63,093,746 will be spent for city public improvements; \$8,953,300 for suburban public improvements; \$30,800,000 for private developments.

A hundred million dollars—and more! And over half this amount will go into salaries to Cleveland workers. As a result more money will be earned by Clevelanders in 1929—more will be spent. More food, more clothes, more automobiles will be needed—more of everything will be bought.

If you have distribution in The TRUE Cleveland Market, if you have something to sell that Cleveland people need, advertise it here in 1929.

Advertise it in The Press. Largest in Cleveland circulation, greatest in advertising volume, read and enjoyed in practically every English-reading home, The Press is your FIRST Advertising Buy in Cleveland.

The Cleveland Press

Detroit • Atlanta
San Francisco

NATIONAL ADVERTISING
250 Park Avenue, New York City

FIRST ADVERTISING BUY

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Mall
built

Cleveland Market

The Press has prepared an attractive folder in which the approaching \$100,000,000 expenditure is explained in detail. Write for it.



Aerial view of small section of down-town Cleveland. The undeveloped area in the foreground is the site of the "Mall," a park around which Cleveland's public buildings are eventually to be centered. With the completion of the new School Headquarters Building, for which \$2,500,000 was voted at the November elections, and the \$2,500,000 city stadium, the bonds for which have also been approved, more than \$38,000,000 worth of buildings will have been constructed. In the immediate foreground are the tracks of the principal railroads soon to be placed underground and covered by an extension of the Mall plaza to the lake front. An east-to-west super-highway is to be built over these tracks.

Press

First in
Cleveland

VER
York City
N GUY

ISING DEPARTMENT
N. Michigan Blvd., Chicago



SCRIPPS-HOWARD

Philadelphia
Los Angeles

UY IN CLEVELAND

Take a Lesson in Salesmanship from the Greenhorn Salesman

Are Our Experienced, Trained Salesmen Putting Too Many Frills on Selling?

By George Biggs

Of the Vacuum Oil Company

MEMORY plays strange tricks on us at times. I shall never forget my first job on the road, but as I reach back to that thrilling experience there are some very important details of the job and the way I handled it that persistently elude me. By some sort of hocus pocus I had succeeded in persuading one of the large tire companies to believe that I was promising sales material. How that was done I don't know. I had no sales experience to offer, in fact my only qualification was that I had always been obsessed with a desire to be what is known as a "traveling man."

What a promising prospect for a tire salesman I must have been! I had never owned or even driven an automobile. Never had I changed a tire. Yet, armed with the cockiness of youth and an ingenuous smile, I went into that far western Kansas territory and set up a sales record that I have never since been able to equal. I ran across the old order book in a mass of mildewed papers a few months ago and showed it to a tire salesman for the same concern. We compared units first. His statement was that if he sold that many tires these days they would make him president of the company. The comparison of dollar volume was laughable. At that time we sold a fabric thirty by three and one-half tire at a dealer's price of \$21.50. Today a superlatively better cord tire sells at

retail for a price of \$6 or \$7.

But the thing that worries me now is that I can't for the life of me resurrect the details of a sales accomplishment which, even for those days, was much above the ordinary. I retain a few mind

pictures of rising at two a. m. to catch inconveniently scheduled trains, of being caught in a typical Kansas blizzard, of walking six miles to the next town to get in ahead of a competitor who was waiting for the afternoon train. But I

"... never could recapture

"That first fine care-less rapture. ..."

to the extent of remembering any of my sales talks, my methods of handling objections, my plans for working the territory. I don't think I had any plans. I think I had a general and a dizzy idea to the effect that I was green and that if I did not overcome this handicap by a lot of hard work I would lose my job. Eventually when I was called in to Kansas City to receive a promotion, I fretted all the way for fear I was to be fired.

In the fifteen years that have passed I have worked a territory for three other concerns and have met several salesmen whose stories are very similar to my own. One of the best of these comes from a hot-shot artist whose name, for the purpose of this narrative, shall be Andy. He too was young when he took his first territory—in western Kansas by the way—and had

SALESMEN don't talk as much as they used to—at least their talk is confined to the actual sales story and not so much to funny stories, etc.

Now signs all point toward a further abbreviation in the salesman's harangue. Perhaps, as Mr. Biggs suggests, the simple, direct ways of the greenhorn salesman are best. Larger orders may result from fewer words with more dealers.

had no previous sales experience. He was dizzy, if possible, than I was. Two days of instruction were allowed him in the office and then he was given the proverbial order book, expense check and pat on the back, and set out to kill his giants. On the evening of the first day his manager dictated a wire to Andy in some such terms as:

PUSH CARLOAD BUSINESS STOP ALL L. C. I. SHIPMENTS INCLUDED IN NEXT MONTH'S SALES.

This was the first telegram Andy had ever received and his air of importance as he signed for it was only matched by that of perplexity as he tried to decipher its meaning. At last he managed to work out the idea that it meant: "Push carload business. Stop all l. c. i. shipments included in next month's sales."

In justice to Andy it must be said that he was not much dizzy than the dealers upon whom he called, for he exhibited the telegram frequently within the next few weeks to convince them that his company had ceased to make less than carload shipments for the time being. By some power of legerdemain he persuaded nineteen dealers to place carload orders during his first thirty days on the territory. Several others, after arguing with him, sent in mail orders for substantial l. c. i. shipments just to prove that such orders would not be turned down. At the end of the month he was called in for a conference but, being apprehensive that his volume was unsatisfactory, carried all his earthly goods in with him for fear he was being removed from the payroll.

By the same unfortunate lapse of memory that afflicted me, however, Andy's selling talks to his dealers in that first hectic month have been lost forever to posterity. He does not remember much of what he did or said except that he covered lots of territory and "gave 'em all a chance to buy."

We had amusing, and probably instructive, experience with a sales-

man in Texas about five years ago—an ex-farmer boy whom we shall call Roy Milton. Roy was about the greenest specimen we ever took on. He was told bluntly that he was not the type of salesman that we wanted, but eventually friendship considerations for one of our larger dealers landed him on the pay-roll. He was instructed that 100 barrels of engine oil in bulk per month, twenty barrels of gear lubricants per month, fifteen barrels of case goods and a few other items constituted his quota. By some misunderstanding of the details Roy got his figures mixed up and thought he was required to sell 100 barrels of gear lubricants per month. Also he was more than a bit vague as to what the word "quota" implied. On the sixteenth of the month his manager received a wire from Roy reading: "Have sold my one hundred barrels gear oils and have another order. Wire if I am allowed to sell over quota."

How Did He Do It?

Many times since we have tried to extract from Roy just what methods he followed in rolling up this unbelievable volume of gear lubricant sales, but he is always vague as to details. "It looked like a pretty big job," he once explained, "and I knew I had to hit the ball. So I just bore down on sales of gear lubricants every time I could." That is about all the information we can dig out of him.

If we could get the "low down" on the specific things that were done and said by some of these phenomenal producers, what a wealth of information such a survey would include! Usually we can't. When we start asking questions about how some advertising or display problem was handled, we can generally get a fairly concise statement about what "I says to him" and what "he says to me." But start dipping into one of these whirlwind, record-breaking sales performances and we get vague replies and meaningless generalities about "hitting the ball."

The nearest I ever got to find-

How Los Angeles Times Does the Job for Red Rock Cheese

Carl Bunting and Associates, marketing counselors, Portland, Oregon, have a habit of hitting bulls'-eyes. One is Red Rock Cheese, which, like many popular foods, uses Los Angeles Times exclusively in Southern California. Here are some of the "whys" and "wherefores" as taken from a letter dated December 11, 1928.

"Our problem is to sell our present consumers more Red Rock cheese by educating them upon new and unusual ways in which these products may be used.

"To accomplish this purpose, we selected the medium which has its greatest circulation in the better class districts of Los Angeles, in which our sales have always been highest; and which could also give us excellent coverage of the better homes in the communities immediately adjacent to Los Angeles.

"The assistance given by your Merchandising Service department and Chef Wyman's cooperation in her cooking school have been of great benefit to the Red Rock companies.

"In the three months our campaign has been running in Los Angeles, we have found that our selection of The Times was exactly the right move. We are now arranging to continue our full newspaper schedule in your section with you for 1929."

Very truly yours,

EARL BUNTING,
Marketing Counselor,
RED ROCK COMPANIES.

ing the real method employed by a hot-shot producer was about a year ago. I was traveling with one of our men—call him George Mulvane. George was scarcely three weeks old on the job but was rolling in the orders at a rate that seemed like old times. I managed to spend only one day with him. In the morning he was making up specifications on a car-load order which had been agreed to by himself and his dealer the night before. This, together with the arranging of some local advertising, took up the whole morning. In the afternoon we called on two dealers without result.

The third dealer was one on whom George had called on his previous trip. With little introduction this dealer started telling all about what was wrong with our line. He gave objections number 4, 16 and 22 in almost the exact words we have in the book. He talked nearly five minutes without giving us a chance to get a word in edgewise. I was afraid that George, being pretty green, would not have the answers to these objections in good enough shape to handle them properly. But to my surprise he ignored them. He fished in his pocket for a moment after the dealer had finished his tirade and then brought up a postcard order blank. "Yes," he remarked casually, "I knew that was the way you felt about it. You remember I was here about three weeks ago. I have been thinking over what you said and I believe you could start out with an initial stock about like this and make some money." With that he handed over the postcard on which a suggested order had been drawn up.

The dealer took the card, figured over the quantities and then let out quite a yelp. "Good grief, feller, I can't handle this much oil. That's more than twice what I usually buy."

"That's just what I was arguing with you about last time," George countered. "You have been playing along here with these cheap, unadvertised brands and have never yet learned what 'turn-

over' means. Get next to yourself, put something in your stock that folks know about and want and you will be ordering in quantities like this every month."

That was about all there was to it. A little more raucous argument, some cutting down of quantities—which I admit looked rather high—and in fifteen minutes we were on our way with order, credit statement, contract and everything safely tucked in the envelope containing the day's mail.

Why He Didn't Follow the Book

Of course, this instance does not prove anything, chiefly because George went at it all wrong. He had been instructed in our training school to answer the objections as they were in the book. He should have told our quality story, followed with the advertising story. He should then have explained consumer acceptance and proved his statements with surveys. Finally he should have shown the dealer specifically how he could tie in and get his share of the market created by our national advertising. But George was too busy to do all this. He apologized for his neglect by saying that he was on the trail of a big month's business and "didn't have time to go through all that stuff" with this particular dealer. All that he felt justified in doing was to ask for an order—larger than he expected to get, of course, on the theory that it is easier to come down than to go up. He also added in further extenuation, that he still was a little too unfamiliar with the book to go about answering objections in the regular way. He would study up as soon as he had a little time and try to do better.

George must not have found much time to study up in the year that has passed, for his orders are still coming in about the same way and with no diminution in quantity. As this is written he is going into 1929 with a fine advance booking and with his outlets in very promising condition. Ask him how he does it and he will say something to the effect that

A BIG GAIN

—and the only gain

The Boston Sunday Advertiser *alone* of all Boston Sunday newspapers shows a gain in National Advertising for 1928. The Boston Sunday Advertiser gained

253,244 lines

Boston Newspaper Statistical Bureau
Sunday Lineage Figures Show:

	Lines	Per Cent
ADVERTISER	gained 253,244	—23%
<i>Herald</i>	<i>LOST 110,247</i>	<i>—.07%</i>
<i>Post</i>	<i>LOST 63,498</i>	<i>—.05%</i>
<i>Globe</i>	<i>LOST 30,450</i>	<i>—.02%</i>

BOSTON

SUNDAY ADVERTISER

ONE OF THE TWENTY-EIGHT HEARST NEWSPAPERS
READ BY MORE THAN 20,000,000 PEOPLE

Largest Circulation in New England

E. M. BURKE AND ASSOCIATES, INC.

National Advertising Representatives

New York

Boston

Chicago

Detroit

Member of International News Service and Universal Service
Member of Audit Bureau of Circulations

Easily



Four Rows At A Time

More than half the total valuation of farm machinery is concentrated in the North Central 13 "Heart States."

MODERN devices have made city and farm people more open minded to trying out new ways of living.

Particularly in the North Central 13 "Heart States," farm people are keenly interested in new ways which will add to their home comforts, and which will better the business of farming.

Successful Farming

MORE THAN ONE MILLION

The Meredith Publishing Company

Branch Offices: NEW YORK CHICAGO ST. LOUIS KANSAS CITY

Reached

TIME-saving machinery has made it possible for farmers in the 13 "Heart States" to reduce labor costs, increase their profits, and to have more leisure time to take their families to recognized shopping centers.

There are more shopping areas tributary to shopping centers of 25,000 or more population, in the North Central 13 "Heart States" than in any other section. These recognized retail centers are easily reached by "Heart States" farmers, for nearly half of the farm owned automobiles is concentrated in this rich agricultural section.

(Successful Farming for February has more pages of editorials and advertising than were in the same issue of 1928.)

Your selling efforts go straight to the farm leaders in "America's Agricultural Heart" when your advertising is in *Successful Farming*. More farm families in this rich farming area subscribe for *Successful Farming* than for any other farm magazine.

Select *Successful Farming* to carry your advertising into the homes of its subscribers. Your selling message will then share the enthusiastic response given to *Successful Farming*, and will obtain the confidence *Successful Farming* has gained among farm leaders during the past quarter of a century.



ful Farming

N ON MILLION CIRCULATION

ublishing Company, Des Moines, Iowa

T. LOU . KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO

he "stays right on top of 'em" or that he "doesn't let 'em forget where to buy oil."

And I am wondering if George, and a few other greenhorns, have discovered something that is not in the book. They tell us that the function of national advertising is to decrease sales resistance and to simplify the sales story the retailer must tell to the prospective consumer. Can this also apply to the sales story the salesman tells to the dealer? Doesn't he read advertising? There is national advertising that tells him about the product and there is business-paper advertising that tells him the profit and turnover story. Why, then, send a long-winded lecturer into his place to tell it all over again?

Just one more instance. Well-trained, experienced, keen men have been calling on me for the last ten years trying to sell me more life insurance. Most of them represent companies whose advertising I have read. They come into my office and tell a finely planned, convincing, blue-pencil story that I have never yet been able to kick a hole in. Almost invariably, after getting rid of one of these men, I have a feeling that I really ought to call him up and ask him to come back and take my application. But I have never done this. I finally bought my policy, just a few weeks ago, from a smiling and ingenuous young chap who came in, gave the name of his company and his agency and then told me he was just starting and wanted my name as one of his first policyholders. He took less than ten minutes of my time, and most of that was necessary through my own fondness for talking and giving advice.

This paper did not start out with the intention of being a brief for ignorance and youthful optimism as against knowledge and experience. But I should like to see some of the simplicity and directness of the greenhorn become a planned procedure engaged in purposely by older and wiser salesmen. I am growing more and more in the opinion that we

have been putting too many frills on our selling procedure. Business today is being conducted on an "elimination of waste motion" basis that augurs ill for the future happiness of some of our old-time talkative salesmen. The basic force behind "mass selling"—if it comes—must be national advertising. And behind the national advertising, more energetic and enthusiastic men must cover wider territories, securing larger orders from the expenditure of fewer words with more dealers.

Appoint Cutajar & Provost

The Keystone Aircraft Corporation, Bristol, Pa., and the Loening Aeronautical Engineering Company, New York, have appointed Cutajar & Provost, Inc., New York advertising agency, to direct their advertising accounts. These associated companies are manufacturers of land and seaplanes.

The Edo Aircraft Corporation, College Point, Long Island, N. Y., maker of seaplane floats and the New York Skylines, Inc., New York, operator of passenger sightseeing planes, have also appointed Cutajar & Provost, Inc., to direct their advertising accounts.

Succeeds A. W. Fell with Pennsylvania Publishers

Albert W. Fell has resigned as executive director of the Pennsylvania Newspaper Publishers Association. He will be succeeded by William N. Hardy, make-up editor of the New York *Herald Tribune*, who will take over his new position on February 1. Mr. Fell has been with the association since it was organized in 1925.

Appoints Middleton, Inc.

The Religious Arts Guild, Chicago, maker of luminous religious pictures, has appointed Middleton, Inc., advertising agency of that city, to direct its advertising account. Catholic newspapers and magazines and export publications will be used.

Made Advertising Manager of "Sunset Magazine"

J. E. Thrash, for the last five years business manager of *Motorland*, San Francisco, has been made advertising manager of the *Sunset Magazine*, of that city.

R. B. Kilmer Advanced by The Pfaudler Company

R. B. Kilmer, general sales manager of The Pfaudler Company, Rochester, N. Y., maker of glass-lined laundry equipment, has been appointed vice-president in charge of sales.

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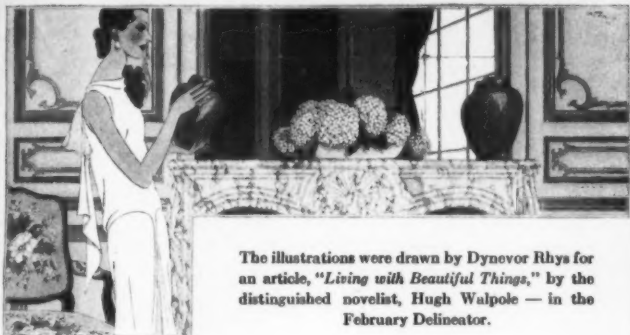
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The illustrations were drawn by Dynevor Rhys for an article, "*Living with Beautiful Things*," by the distinguished novelist, Hugh Walpole — in the February Delineator.

**... but the
bread-and-butter
is
inside**





Soups for All Occasions

even the humble onion

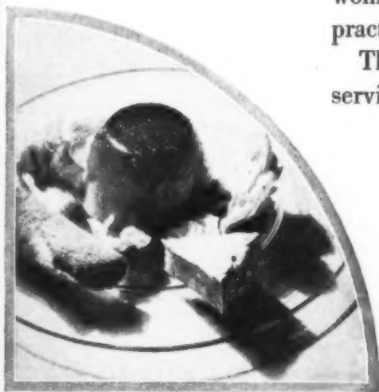
Yes, Delineator is very much dressed up these days. With its modern covers (by Helen Dryden). Its modern illustrations (by Drian, Dynevor Rhys, Everett Henry and others).

But the bread-and-butter is always there—inside Delineator.

It is a modern magazine of style and beauty for modern women—but it is most decidedly practical.

The selection, the cooking and serving of food, for instance, re-

Cheaper Meats Save Worry over Butcher's Bills

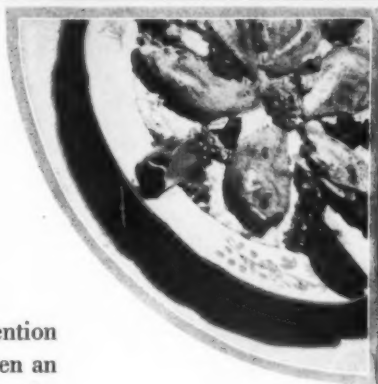


Summer Fruits in Winter Weather

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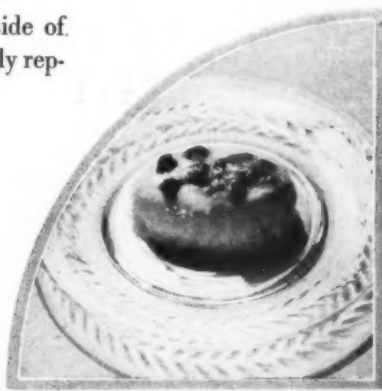
ceive a great deal of attention in every issue. There's even an article on how to prepare the lowly onion so that it becomes an epicure's delight.

And the titles from current Delineator articles scattered around these pages will show you how close-to-earth the food pages are.

When you look at Delineator you'll say, "Here is the most modern of the big women's magazines." But remember—

The bread-and-butter side of things is always thoroughly represented.

**Why Not Beans—
Rice — Macaroni
Sometimes for a
Change?**



**Why Not Use
Fish
More Often?**

accomplished!

in 1928: advertising gain

**the greatest percentage
of advertising gain of
any woman's magazine
of large circulation**

in 1928: circulation gain

**the greatest increase in
circulation of any
woman's magazine**



Delineator

Established 1868

Redivivus 1926



THE BUTTERICK PUBLISHING COMPANY

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Travel Plans for Berlin Convention Planned

Steamship arrangements for the transport of American delegates to the convention of the International Advertising Association to be held at Berlin, have been announced by James O'Shaughnessy, chairman of the transportation committee. The *S.S. America*, as the flagship, will sail from New York on July 30. On the same date the *S.S. Republic* will sail from Boston, both boats arriving at Bremen on August 10.

A day of reception in Bremen and Hamburg is planned for Saturday, the day of arrival. That night or early the next morning, the delegates will arrive in Berlin, where church services and a reception in the evening is scheduled. It is expected that President Hindenburg will receive the delegates at this reception.

The convention begins Monday, August 12 and concludes Thursday afternoon, August 15, when delegates will be released for post-convention tours and further receptions and entertainment in Germany. For those who want to return early, arrangements have been made for accommodations on the *S.S. George Washington*, sailing on August 24. For those who want short, quick tours, arrangements have been made for sailing on the *S.S. Leviathan*, sailing August 27.

The fares will be \$162.50, cabin, east-bound, on the *S.S. America*; \$155 on the *S.S. Republic*, and \$165 on the *S.S. George Washington*. Round trip tourist rates will be \$200. The trip can be made, including ten-day post-convention tour, for as low as \$350.50 tourist, or \$450, cabin, New York to New York.

Arrangements for land tours will be announced later.

Heads Rudolph Guenther-Russell Law Boston Office

Joseph R. Hamlen, general secretary of the Harvard Alumni Association and president of the Harvard Alumni "Bulletin," has joined Rudolph Guenther-Russell Law, Inc., financial advertising agency, as director for New England. This appointment is co-incidental with the opening of this agency of a Boston office, which will be under the direct supervision of Mr. Hamlen. He will be assisted by Leonard Monzert, who has been an account executive of this agency at New York.

Advanced by Parke, Davis

Ralph G. Sickels has been appointed advertising manager of Parke, Davis & Company, Detroit, manufacturing pharmacists and chemists. He has been with this company for many years.

Dr. L. Klein has been appointed promotion manager. He formerly was in charge of medical promotion and in his new position will assume added promotional duties.

Death of Edward W. Hazen

Edward W. Hazen, who was advertising director of the Curtis Publishing Company for fifteen years, until his retirement in 1915, died recently at Haddam, Conn. He was sixty-eight years of age.

Wins Qualifying Round of Winter Advertising Tourney

H. H. Block, of Wheeling, W. Va., won the qualifying medal in the twenty-ninth annual tournament of the Winter Golf League of Advertising Interests, which is being held at Palm Beach, Fla. Mr. Block, however, withdrew his name, which gave the lead to R. Murray Purves, of Boston.

W. A. White, of South Orange, N. J., won the low net award with a score of 73, and J. F. O'Connell, Boston, took the second net prize with 75.

In the preliminary contests, held the day before, the selected foursome representing Boston, beat the selected foursome representing New York by a single stroke in twenty-four holes. The Boston team was composed of J. F. O'Connell, J. A. Travers, E. T. Manson and Mr. Purves.

Mr. and Mrs. Merrill Lord, New York, won the mixed foursome contest with a net score of 81, with Mr. and Mrs. Manson, as runners-up.

Frank Mossteller, General Manager, Allied Mills

Frank Mossteller, formerly with the Kalamazoo Vegetable Parchment Company, Kalamazoo, Mich., has been appointed vice-president and general manager of the Allied Paper Mills, of that city. Alex G. Gilman is president of the latter firm which includes the Monarch Paper Company and the King Paper Company, of Kalamazoo, and the Bardeen Paper Company, of Otsego, Mich.

Hat Account with Carter Agency

H. Friedman & Company, New York, will soon start a campaign to advertise Melton hats for men. Magazine and newspaper rotogravure advertising will be used. The Carter Advertising Agency, New York, has been appointed to direct this account.

VitaGlass Account to George Harrison Phelps

The VitaGlass Corporation, New York, has appointed George Harrison Phelps, Inc., advertising agency, to direct its advertising account. This account will be handled through the New York and Detroit offices of this agency.

Baltimore "Post" to Change Size

Effective January 21, the Baltimore *Post*, which has been published in tabloid size, will be published as a standard-size newspaper.

Appoints N. W. Ayer

The Palmer Brothers Company, New London, Conn., comfortables, has appointed N. W. Ayer & Son as advertising counsel.

Sues to Restrain Alleged Use of Mailing List

Suit has been brought in the Supreme Court of New York by the Literary Guild of America to restrain the Book League of America, Inc., from using a list of 25,000 out of 32,000 names of book readers compiled for the Guild and which, it is claimed, has been appropriated by the Book League. In addition to a plea for an injunction, the suit also seeks damages of \$150,000.

Samuel W. Craig, president of the Book League, and David M. Roderick, vice-president, also are named as defendants. Mr. Craig was president of the Guild until last February when he left to organize the Book League. The Guild alleges that when Mr. Craig left its employ he took most of the 32,000 names collected after its circularizing 1,000,000 people, a list which, it is stated, constitutes the Guild's chief asset in carrying on its direct-to-subscriber sales.

The amount of damages sought is described as reasonably representative of the value of the list of names as an asset to the Guild.

F. X. Trimbach with Harrison-Rippee Agency

Frank X. Trimbach has joined the Harrison-Rippee Advertising Company, St. Louis, as an account executive in charge of drug and pharmaceutical accounts. He was formerly business manager of the Tanlac Company and, at one time, was advertising manager of the Plough Chemical Company, Memphis. More recently he was sales and advertising manager of Sterling Products, Inc., also of Memphis.

H. L. Conner Joins Charles Austin Bates, Inc.

H. Lee Conner, recently assistant advertising manager of the Todd Company, Rochester, N. Y., has joined the copy and plan department of Charles Austin Bates, Inc., New York advertising agency. He was, at one time, with the W. E. Graves Company, Chicago.

A. R. Erskine Made Director of Marine Trust Company

Albert Russel Erskine, president of The Studebaker Corporation of America, South Bend, Ind., and chairman of the board of the Pierce-Arrow Motor Car Company, Buffalo, N. Y., has been elected a member of the board of directors of the Marine Trust Company, of Buffalo.

Joins Staff of Association of National Advertisers

Theodore Malcolm has joined the research staff of the Association of National Advertisers, Inc., New York. He was formerly with McGraw-Hill Publishing Company, Rickard and Company and Liberty.

Sales Managers Discuss Presentation Methods

Every sales story has its key facts which must be presented if the story is to be successful. Whether the story is "canned" or spontaneous is not a primary issue, so long as these basic facts are covered. This was the angle taken by L. I. Shalett, of the Leigh Corporation, Chicago, in speaking before last week's meeting of the Chicago Sales Managers' Association.

E. D. Stenacker, Chicago manager for the National Cash Register Company, in the discussion which followed, brought out the point that a standard approach can be used always, quite irrespective of the conditions involved. He is to amplify this attitude before this group at a meeting in the near future.

A. J. Mills Retires from Standard Oil of Ohio

A. J. Mills, vice-president and sales manager of the Standard Oil Company of Ohio, has been retired on a pension, it has been announced by the board of directors. He was with the company for forty-five years.

The board at a recent meeting, elected as vice-presidents, Howard G. Jones, in charge of accounting and finance; George A. Burke, in charge of special lubricating sales and J. S. Harrison, in charge of manufacturing.

Dr. A. W. Lescohier Advanced by Parke, Davis

Dr. A. William Lescohier, recently assistant to the president, Oscar W. Smith, of Parke, Davis & Company, Detroit, medical preparations, has been made general manager. He has been with the Parke, Davis company for twenty years.

"Chain Store Magazine" to Appear in February

The Hayes Publishing Company, Detroit, will start publication of *Chain Store Magazine*, beginning with a February issue. Editorial content, it is reported, will be designed to appeal to the general merchandise field.

Sealcones Account to Cleveland & Shaw

The Sealed Containers Corporation, New York, has appointed Cleveland & Shaw, Inc., New York advertising agency, to direct its advertising account. Sealcones, a new paper container product, is being advertised in newspapers.

Appoints Holman & Connell

Holman & Connell, general office of the Associated Sunday Magazines, San Francisco, have been appointed color representatives throughout the United States for the Long Beach, Calif., *Press Telegram*.

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to New York and
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PACKER ADVERTISING CORP.
Cleveland, Ohio

W. H. Packer
President

PACKER

**THE LARGEST EXCLUSIVE OUTDOOR
OPERATING COMPANY IN THE WORLD**



There's a New One Every Day

JAM HANDY PICTURE SERVICE
CHICAGO

Editor of PRINTERS' INK:

Will you please send me a bibliography of articles that you have published on channels of distribution?

In these days, when drug stores sell nearly everything and new types of distributors are springing up for almost every kind of merchandise, it is difficult to classify or list all the outlets through which a product may have to travel from maker to user.

If you know of any books that treat this subject, I should appreciate having their titles, authors and publishers, too.

JAM HANDY PICTURE SERVICE,
L. M. FRANCISCO.

A CHAIN of hardware stores in Canada, we have just been told, is now selling tea. The argument is: "We sell them teapots. Why not sell them tea?" This hardware chain proposes to sell coffee, on the same line of reasoning.

In these very columns we have told of druggists who teach dancing; of furniture dealers who now sell Paris gowns and of grocery retailers who have turned their stores into tremendous cigarette outlets.

Sometimes it would seem that all of our once distinctive types of outlets are gradually becoming the same kind of retail outlets, namely, general stores. Being close to this development we, perhaps, do not realize it as keenly as we would if we had been away in some foreign land for some ten or twenty years.

A short time ago a special commission was sent to this country by Brazilian coffee interests to study American marketing methods. In their report they included a description of an American drug store. That description we repeat here. It paints an excellent picture of what our drug stores of today look like to eyes that never knew them before.

"The drug stores," says this report, "are queer establishments of strict American style where the main commerce seems to be drugs, but in reality the bulk of their business is refreshments, hot beverages of all kinds, ice cream, sand-

wiches, etc. This section of the house is called 'soda fountain' and consists of a beautiful marble counter where the customers sit on high stools and buy whatever they choose. On the opposite side two or three boys clad in white go on quickly executing the orders.

"There also is a complete assortment of perfumes and accessories, little fancy articles, china-ware, metal ware, electrical appliances, stationery, tobacco, sweets, books, toys, watches and all sorts of useful and original things."

No doubt any Brazilians who read this report came to the conclusion that the American drug store is not only a drug store but also a department store and a restaurant.

In presenting news of the ever-changing panorama of American retail distribution outlets, PRINTERS' INK has not only given information on changes that have taken place in established channels, but also has chronicled news and opinions on new channels of distribution. There have been numerous articles on subjects such as the development of retailing through vending machines; on house-to-house selling; on the public utility as a retailer; on roadside refreshment stands; and on the creation of retail chain stores by mail-order houses.

Anyone who desires to keep abreast of this ever-changing picture of distribution, it seems to us, is obliged to run as fast as he knows how to run in order to stand still.

We hope we may be pardoned if we say that we know of no better way to keep up with news on distribution changes than to read PRINTERS' INK and PRINTERS' INK MONTHLY carefully and consistently. It is their job, regularly, week-in and week-out, month-in and month-out, to give this picture. To those who have not done this and who would like to have a picture of what has taken place within recent years in distribution channels, we would suggest that they write us for a bibliography of the articles which we have had on this subject.—[Ed. PRINTERS' INK.

"We Have Found Your Medium Highly Effective in Producing Direct Sales Results"

Walgreen Co.

Walgreen

DRUG STORES

GENERAL OFFICES:
44 BOWEN AVENUE

CHICAGO

Mr. John H. Black,
Publisher, The Wisconsin News,
15 Michigan St.,
Milwaukee, Wis.

Jan. 2, 1929

Dear Sir:

We have used a major schedule in the Wisconsin News for the past three years, and have found your medium highly effective in producing direct sales results.

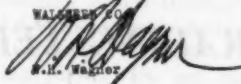
We have always received the most excellent service from your paper both as to composition and position. We appreciate your efforts in this direction.

We can recommend the News very highly to all advertisers both in the National and Retail Field.

With Season's Greetings, we are,

Very truly yours,

WALGREEN CO.



FF

The Walgreen Co., nationally known chain of retail drug stores, has been a consistent user of large space in the Wisconsin News since the first Milwaukee Walgreen store was opened a few years ago.

The Wisconsin News was selected for the first Milwaukee schedule after a very careful analysis of the local market, and a thorough study of its newspapers. The story of their satisfaction with this choice is told in the above letter.



Kings of the Hearst Newspapers

WISCONSIN NEWS

Members: International News Service, Cultural Service, Associated Press, Audit Bureau of Circulation.

One of the twenty-eight Hearst Newspapers
read by more than twenty million people.



**THE *OK* MARKET IS
CINCINNATI'S ACTUAL
TRADING TERRITORY**

The Cincinnati Post, in announcing this new national advertising set-up, is defining the city's market on an economically sound basis. A comprehensive study of the selling activities of Cincinnati's leading wholesalers and retailers serves as the basis on which The Post has determined the O K Market—Cincinnati's actual trading area. Because Cincinnati is on the border lines of three states, and serves, effectively, rich sections of each, The Post has designated this territory the O K Market—Ohio, Kentucky, plus Indiana.

116 LEADING CINCINNATI FIRMS DREW THE BOUNDARY LINES OF THE O K MARKET

These representative wholesalers and retailers, guided by actual sales records, drew the boundary lines of the O K Market. More than 88% of their sales volume comes from this territory. The market has been definitely O K'd by Cincinnati's leading firms.

In the O K Market The Post delivers more than 161,000 of its 200,316 (A.B.C.) circulation—the greatest coverage of Cincinnati's actual trading territory of any newspaper. Advertising rates have been adjusted so the national advertiser can buy Post circulation to fit his selling plans. He can buy either O K circulation or total circulation. All advertisements intended to reach only the O K market should be so specified. More detailed information in regard to the O K Market is on its way to you in the form of an illustrated booklet entitled "For the First Time in the History of American Journalism." If you fail to receive this, kindly notify The Post.

THE CINCINNATI POST

A SCRIPPS-HOWARD NEWSPAPER

National Advertising Department, William S.
Cady, Director, 250 Park Avenue, New York

Chicago	San Francisco	Detroit
Los Angeles	Atlanta	Philadelphia



269,477 Families, 1,077,908 Persons

Read Booth Newspapers in
The BOOTH NEWSPAPER AREA
ONE OF AMERICA'S 15 LEADING MARKETS

They depend solely upon these modern newspapers for their source of news.

Here is a market of great potentialities that can be quickly and economically cultivated. Ask for complete merchandising data.

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

I. A. KLEIN, Eastern Representative
 50 East 42nd St., New York

J. E. LUTZ, Western Representative
 6 North Michigan Ave., Chicago

THE BOOTH PUBLISHING CO.

Central Office 2500 Buhl Bldg., Detroit, or any newspaper listed

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Overlooked Sources of New Prospects

Too Often, in the Search for "Good" Prospects, Many Possible Sources of Business Are Overlooked

By Wilfred Kean

Assistant Sales Manager, The Estate Stove Company

A SALESMAN in the Cincinnati district of the Remington Typewriter Company some time ago captured third place in the sales standing of the branch, out of a total of eighteen salesmen, and led the district month after month in percentage of quota, in a territory which had previous to that time been considered the poorest territory in the district.

This salesman had started as a junior out of a branch, but had been so persistent in his request for a senior territory, that, perhaps more to silence him than for any other reason, he was assigned to a territory located south of Fourth Street and in the across the river towns of Covington and Newport. It consisted mostly of small wholesale houses, produce houses, and residential districts, and generally was not considered capable of producing a profitable volume of business. It was considered more of a tryout territory than anything else, and salesmen assigned to it were usually kept there only long enough to show their caliber, after which they were assigned to a more productive territory or released.

This particular salesman, however, was badly in need of a sizable income, and he needed it at once, so that he could not wait to be transferred to another territory. In the typewriter business, it is usually taken for granted that 99 per cent of sales are made either to present users of typewriting equipment, as additional equipment or replacements of worn out machines or competitors' products, or to new concerns which have a recognized need for typewriters. The chance of educating non-typewriter users to the advantages of using typewriters is considered

very small; the typewriter is supposedly so firmly established that the type of concern which needs it in its work recognizes the need.

This young Remington man, however, could not hope to get enough business of this type, so he had to sell non-users in order to run up a satisfactory volume. He took out sample typewriters by the dozen; he placed them with plumbers, druggists, bakers, and butchers, and showed them that, even with their comparatively small amount of work, they would gain enough from the use of a typewriter to warrant its purchase. He demonstrated to people who had never used a typewriter, showing that even without a course in typewriter operating, they could soon increase their speed over the longhand method. He pointed out the business advantage of neatness in letters and bills, the value of carbons in the file, and with a method of presentation which may or may not have been more effective than that of other salesmen in the district, secured a profitable business from types of concerns which the average typewriter salesman did not consider as possible prospects.

A Sale from a Casual Remark

While this salesman happened to be in the district office making out a report, a society matron from Covington stopped to talk to an acquaintance in the office. On the way out, she casually spoke to the floor salesman, purely in a conversational way, about typewriters, and expressed a regret because typewriters were not "accepted" for social correspondence. "It is such a nuisance to write all your personal letters by longhand," she said, "but it has to be done."

The floor salesman pleasantly

agreed with her, and let it go at that. The territory salesman secured her name and address, and called on her at her home. He brought a portable typewriter with script type, and carried in his pocket three blank cards of the type usually used for invitations to social affairs. He typed a typical invitation for her, and pointed out that script type gave the invitation the appearance of engraving, and yet was different enough to be distinctive. He called attention to the fact that every invitation could be worded more intimately and personally, if desired; he appealed to her desire for individuality, and concluded by subtly hinting that, by adopting the script typewriter for her social correspondence, she would be pioneering socially; that she would be starting a new vogue. He sold that woman, and, through her, many of her friends, adding a considerable volume because he was sufficiently wide-awake to recognize an unusual source of possible business.

A scale salesman in Omaha at one time had two or three successive months of exceedingly poor business. The usual scale prospects were not responding to the usual selling appeals and methods, and there seemed to be no likelihood of an improvement in sight. One day, for want of something better to do, the salesman took a small candy scale, an item seldom considered as worth any special effort, and made a straight canvass of all of the candy retailers on a certain street. Practically none of these had ever been approached either by other men from his company or by his competitors, and he found an almost virgin field in the midst of a highly competitive and thoroughly worked district.

He then proceeded to work the candy trade in his entire district, and produced the biggest month's volume in his selling career by specializing on an almost overlooked small-unit item. The next month he took a similar scale, equipped with a special scoop particularly adapted to weighing coffee, and called on the exclusive

tea and coffee retailers, as well as on the coffee departments of larger grocery stores, department stores, etc. Since that time, which was a little over four years ago, this salesman has reserved four months of every year for specializing on one particular type of equipment with one particular type of trade.

Practically every line of business has its recognized ways of obtaining prospects which have proved most successful, and the novice salesman is usually familiar with these ways. He knows, generally speaking, whether his best prospects come from advertising, from demonstrations or displays, from personal acquaintance, or where they are obtained. However, the unusually successful salesman, particularly in the specialty field, has not only the ability to make use of the "regular" prospect sources, but in addition he has, first, the ability to recognize a prospect as such after he has been secured, or when he puts in an unexpected appearance, even though he does not have the usual earmarks of a prospect, and, second, the ability to find prospects in unusual places or by unusual methods, when the usual methods of sources have been exhausted or prove unproductive.

Seeing Hidden Sales

Both the typewriter salesman and the scale salesman worked sources of prospects which the average salesman did not work. The typewriter salesman saw a prospect in the society matron after another salesman had seen in her only a woman making idle conversation. As a matter of fact, the difference between success and failure in specialty selling is often entirely in that ability of locating and recognizing prospects.

One very prolific prospect source which is frequently used in some lines is often overlooked in others—that is, the present users of a product or service. In the automobile field, a very noticeable effort has been made of late to convince the average owner of the value of having two cars for his family, but in many other fields

Good News from the Condé Nast Publications

YEARS, 3 . . . GAIN, 100%

TRAVEL display advertising in *Vogue*, *Vanity Fair* and *House & Garden* has doubled since 1925.

1928 . . . 195,846 lines . . . (310 pages)

1927 . . . 173,848 lines . . . (275 pages)

1926 . . . 146,447 lines . . . (231 pages)

1925 . . . 96,389 lines . . . (154 pages)

This increasing recognition of "The First Class Travel Market" by the highest grade pleasure travel accounts, in face of the exclusion of trade or "exchange" advertising, is the result of merit . . . because our 360,000 readers are the best group of pleasure travel prospects in the world.

New travel rates effective February 1st. Orders received on or before January 31st will be honored at present rates through January, 1930.

The Condé Nast Publications and Properties are: VOGUE . . . VANITY FAIR . . . HOUSE & GARDEN . . . THE AMERICAN GOLFER . . . VOGUE PATTERN BOOK . . . BRITISH VOGUE . . . FRENCH VOGUE . . . GERMAN VOGUE . . . LE JARDIN DES MODES . . . BRITISH VOGUE PATTERN BOOK . . . VOGUE MODERN-ALBUM . . . VOGUE PATTERNS . . . THE CONDÉ NAST PRESS . . . THE CONDÉ NAST SYNDICATE

the past customer is often overlooked as a possible source of new business.

An insurance salesman in Dayton secures considerably over half of his business from his present clients, the majority of whom have "all the insurance they need or can carry." He generally paves the way for additional sales when he makes the first one. With this sale concluded, when the customer feels that the salesman no longer is looking for business and permits his guards to drop down, the salesman says: "Incidentally, Mr. Brown, I should like to drop around some time to go over your various insurance policies with you. Possibly I can be of some service to you in arranging them in a way which will most closely fit your exact requirements."

Then, on the arranged call-back, he goes over each policy which his customer is carrying. He helps make a record of the due dates for the premiums, of the amount of the insurance, and, where advisable, offers some suggestions for changes. While doing this, he casually asks about the purpose for which each policy was taken out; what eventually the customer had tried to cover. Without apparently trying to sell anything, he brings out the point that thinking purchasers of insurance, instead of buying it in a lump sum, buy various policies for various purposes; one to provide for the family, another to protect the business against the loss incident to the insured's incapacitation, etc. The analysis of the customer's own policies, made usually with the latter's full co-operation, often suggests an uncovered need to the salesman, for which an additional policy can possibly be sold.

Probably, the source of prospects most often overlooked entirely is the humblest one of all—straight canvassing. Cold-turkey canvassing is the most unpalatable dish on the salesman's menu; it is the hardest, the most unpleasant, the most discouraging work a salesman has to do. Besides, it does not appeal to the imagination. It does not sound interesting or intriguing; it is too simple, it does

not savor of any particular ingenuity, thought, or research; it gives no evidence that the salesman is adept in the more subtle practices of his own chosen calling. Any dub can do straight canvass work; it takes a real salesman to find prospects in some of the other ways. As a matter of fact, about the only thing to be said for straight canvass work is that it is often a really good way of getting business which the man who will not do it may overlook entirely, or a valuable auxiliary to any other ways of getting prospects which the salesman may have developed.

Of course, it is a great mistake to waste time doing straight canvass work when there are other and more productive ways of getting prospects. But the most effective source of prospects will peter out from time to time, and the salesman with the best methods of obtaining "live" prospects will at times find himself without any names in his prospect book. At these times, straight canvass work, even though it might ordinarily not pay in proportion to the effort expended, is certainly better than wasting time. Many salesmen who have tried it have found, sometimes decidedly to their surprise, that it is, after all, a very effective way of securing prospects.

There has been much more time wasted in waiting for "hot prospects" or "tips" than in doing unproductive straight canvass work.

The salesman, particularly the specialty salesman, who really obtains the greatest part of the business which his territory and propositions should produce is the man who not only knows where prospects can be secured most easily, but who also has the ingenuity to devise other means, when necessary, who can recognize prospects from unsuspected sources, and who is not unwilling to do the hardest and most unpleasant work in connection with the more pleasant parts of his work.

Cliff Lawrence, recently with the Rust Craft Publishers, Inc., Boston, has started in business for himself as advertising and sales promotion counsel.

23,415 Telegrams in 13 Hours!

ENJOYING the same prestige accorded The Milwaukee Journal, WTMJ, The Journal station, drew 23,415 paid telegraphic congratulations in 13 hours during its Christmas Day program.

Wires were received from every state except one—attesting to WTMJ's national reception—while 16,391 (70%) were from Wisconsin alone. These facts are significant for advertisers backing publication campaigns with radio advertising, and those who seek to build increased good will through this new medium.

A limited amount of time over WTMJ is available to advertisers. Address Manager, Radio Sales, for rates and details.

WTMJ

THE MILWAUKEE JOURNAL

Wave Length, 483.6 Meters—Frequency 620 Kilocycles
Power, 1000 Watts Evenings—2500 Watts Daily

hard vs soft

AN advertisement may be as logical as the calendar. It may possess as many facts as there are days in the month. And it may make just as inspiring reading!

For facts can be so hard—so uncompromisingly convincing—that readers instinctively shrink from them.

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FACTS VS FACTS

fact. It's not disbelief. Not even faint doubt. It's worse than either—from the advertiser's standpoint. It's in-the-page-before-you-get-a-headache.

But these same facts are susceptible of softer treatment of a more ingratiating presentation. They are now, intrinsically, no less hard. But they *are* less hard to take. They no longer pound the command at you, Take us or leave us. Before you know it, they have insinuated themselves into your mind.

The advertising agency that realizes *why* the buying public prefers facts soft is the one that *helps clients*.

The ERICKSON Co.

1 FOURTH AVENUE, NEW YORK . . . EARLY
1929 THE N. Y. CENTRAL BUILDING

A Textbook of Production

**The Hows and Don'ts of Mechanics
Play an Important Part in Successful
Advertising and Here Is
a Book Which Deals in a
Thorough Way with This Highly
Important Subject.**

TO say that any book is an ideal textbook for the beginner immediately damns it in the eyes of those who like to think that they have passed the pollywog stage. It is because of this attitude that several excellent books dealing with various phases of advertising have not received the attention they really deserve from experienced practitioners in the field.

The production end of advertising is a highly technical activity. It requires from its workers an intimate knowledge of materials and processes which is surprising to an outsider. It is doubtful if there is any production man, no matter how skilled, who does not have to call upon the typographer or the engraver occasionally for certain technical information. In such instances frequently a beginner's textbook would supply the information desired, particularly if it were complete enough to cover production methods as they should be covered.

"Advertising Production Methods" (McGraw-Hill) by Albert W. Dippy, production manager, L. C. Gumbinner Advertising Agency, is the type of beginner's textbook which fits admirably into the reference needs of the experienced man. In a surprisingly short space it covers all the major and a large majority of the minor problems of production. That the author himself considers this a book for the experienced rather than for the beginners is shown by the fact that his final chapter alone is addressed directly to the pollywogs.

The problems considered in Mr. Dippy's book are office equipment and methods, production and art, typography, machine composition,

electrotypes, photo-engravings, Ben Day, printing, rotogravure, lithography, silk screen process, Jean Berté water color printing, special printing and display processes, mounting and finishing, paper, and contractors and salesmen.

Happily, the author avoids the pitfall into which so many wander of trying to go into too great detail in describing the mechanics of any single process. After all, the production man needs to know only the rudiments of photo-engraving in order to be able to order good engravings. Therefore Mr. Dippy has explained only those necessary rudiments and then has proceeded to show how the production man can get the various types of results which he wishes. Each mechanical process is treated in the same manner. In addition to a number of "how's," he has an equally important list of "don'ts." In the final pages of the book are an excellent glossary of terms and index.

Speaking of the job of the production manager the book says:

"It has its heartbreaks and its thrills—often in quick succession—but when the sky is cleared a feeling of intense satisfaction results in knowing that the situation has been mastered."

It is not hard to imagine the experienced production manager murmuring a devout, "You said it" as he reads that paragraph. Such a book as Mr. Dippy's does its part in eliminating some of the heartbreaks and adding to the thrills.

Purchases Brown-Lipe Gear Company

The Brown-Lipe Gear Company, Syracuse, N. Y., has been purchased by the Unit Corporation of America, Milwaukee, and will continue production under its own name.

John Leslie Paper Company Appoints H. L. Cless

Howard L. Cless has been appointed advertising manager of The John Leslie Paper Company, Minneapolis, succeeding Herbert L. Montgomery, resigned.

The Northwest Dairyman and Farmer, Seattle, Wash., has reverted to the control of its former editor, Edgar T. Short.

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What Did You Say the Name Was?"



"Oh Yes, of Course I Remember You"



Many a salesman has suffered delay and embarrassment in his work because his prospective customers didn't know, or couldn't recall what his firm sold. And only too often the salesman is refused a direct contact with the buyer because he is unknown, an outsider.

Attractive direct advertising, pictorially beautiful in its representation of your products, is a much welcomed advance agent for your salesmen. A well-planned booklet or broadside, fully illustrated and printed in rotogravure, will prepare the buyer for your salesman's call and pave the way for a prompt, courteous reception of your man as a representative of a responsible, progressive business institution.

ART GRAVURE C

General Office: 406 West 31st Street, New York

Telephone: Chickering 8655

NEW YORK

BOSTON

CHICAGO

PHILADELPHIA

CLEVELAND

ou”

Busy buyers today keep complete files of literature descriptive of everything they are interested in buying. At a moment's notice they can put their finger on your catalog or your booklet, if you have sent them one that they felt was worth keeping.

How to prepare a catalog or a booklet so interestingly and so attractively that a buyer will order it kept on file is something that is not learned in a day. But through long experience with many successful users of direct advertising, our men have learned well the cardinal principles of preparing such material and the underlying secrets of successful merchandising by the printed picture.

All this experience is at your command, at no extra cost, when Artgravure produces your sales literature. Samples of our work and descriptive booklet gladly sent without charge.



E CORPORATION

DESIGNERS *and* PRINTERS
of ROTOGRAVURE ADVERTISING

Commercial Rotogravure Printers

As commercial rotogravure printers, we offer advertisers and buyers of printing a complete service which insures successful production of effective, selling, printed matter, whether it is a tiny package insert or an elaborate catalog.

Our service embraces layout, copy, photography, and art work in addition to the mechanical processes, all or any part of which service is available to you as necessary to complement the facilities of your own organization.

An Artgravure representative will gladly discuss with you, without obligation, the application of rotogravure to your sales program and its possibilities for speeding up and increasing sales volume.

*Layouts and estimates gladly
furnished. Free descriptive
booklet on request*

ART GRAVURE CORPORATION

DESIGNERS AND PRINTERS OF ROTOGRAVURE ADVERTISING

NEW YORK BOSTON PHILADELPHIA CHICAGO CLEVELAND

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A Newspaper Study of Broadcasting as an Advertising Medium

Bureau of Advertising of American Newspaper Publishers Association
Examines Radio as a Medium to Find What Effect It Is
Having on Newspaper Progress

EXPENDITURES of advertisers for radio broadcasting were greatly increased last year. Estimates vary as to how much advertisers used in that medium. Some authorities place the total expenditure as high as \$20,000,000. More conservative calculations put the amount as between \$7,000,000 and \$14,000,000.

The Bureau has studied broadcasting developments to note especially what effect they were having or might have on the progress of newspaper advertising. To ascertain if it seemed practicable to develop a new type of advertising that would make broadcasting in itself of increasing profit to newspapers the Bureau recently sent a letter of inquiry to a group of members in various cities east of the Rocky Mountains. The inquiry was simple. It asked:

1. *Has there been any increase in newspaper advertising announcing programs?*

2. *Have you given any thought to developing a regular broadcast column in which advertisers would take space just as the amusement advertisers take space in the amusement column?*

3. *How has it worked out?*

The answers—a fair segment of members' opinions—open up many other questions on the whole subject of broadcasting and how it should be treated by newspapers. The query that comes from many quarters is phrased something like this:

Are advertisers taking the money to pay for their broadcasting from their usual newspaper advertising appropriation?

Agents interested in broadcasting advertising are emphatic in de-

claring that newspapers gain advertising, rather than lose it. One of the most substantial of these agents—L. Ames Brown, president of Lord & Thomas and Logan—is particularly positive that radio broadcasting has paid the newspaper. He, as head of the radio committee of the American Association of Advertising Agencies, has talked before the agencies on this point and has emphatically declared it unwise for any agent to curtail newspaper or magazine advertising to provide for broadcasting. The most recent example to which Mr. Brown points with pride is that of the American Tobacco Company which in the latter part of 1928 went into broadcasting a dance program to advertise Lucky Strike cigarettes. This company is now about to embark on the largest and most extensive newspaper advertising campaign in its history as has been noted in previous bulletins.

Did Political Broadcasting Hurt Newspapers?

But, members say broadcasting is not always followed by a newspaper advertising increase. They point to the recent expenditures of both national committees for radio broadcasting during the Hoover-Smith campaign and the fact that comparatively little money was expended for newspaper advertising.

In connection with the political broadcasting the Bureau is informed that the Republican National Committee had arranged for about \$150,000 worth of newspaper advertising to be used in the last weeks of the campaign. All of this proposed expenditure was canceled. As to the reason one of the men close to the publicity affairs of the campaign says:

"It is hardly fair to charge the cancellation of this \$150,000 worth of newspaper advertising to the

Reprinted from the Monthly Bulletin of the Bureau of Advertising of the American Newspaper Publishers Association.

fact that we were using the money for broadcasting. There were two things that happened that have a bearing on answering this question. The Republican National Committee had planned to spend about \$500,000 in broadcasting.

"Around the middle of October the Strategy Board under Mr. Hoover's direction reviewed the whole situation and came to the conclusion that the fight was won. We also reached the conclusion that we were doing too much broadcasting. We had the air so full of political broadcast that no one could listen to anything else. The radio appropriation was cut down from \$500,000 to about \$350,000 or \$400,000. Many broadcast programs that we had contem-

"There would seem to be a possibility that if such a plan were exploited it might result in fixing the attention of advertisers so strongly on radio advertising that some of them might put the cart before the horse and use newspaper advertising copy to supplement their radio advertising efforts instead of using radio advertising to supplement their newspaper campaign. I may have an exaggerated fear in my mind about this, but I do think it deserves cautious consideration."

How Expenditures Compare

Reverting to the first question, the Bureau noted comparative advertising expenditures for 1927 of a group of well-known national advertisers. They were:

	Radio Advertising 1927	Magazine Advertising 1927	Newspaper Advertising 1927
B. F. Goodrich Rubber Company.....	\$239,775	\$480,445	\$400,000
Atwater Kent Mfg. Company.....	196,151	559,940	500,000
Cheek-Neal Coffee Company.....	185,320	509,725	500,000
Radio Corporation of America.....	142,070	613,245	850,000
Cadillac	25,670	—	750,000
Buick	12,130	—	1,200,000
Dodge	14,172	952,661	2,500,000

NOTE.—Radio and magazine figures compiled by The Dartnell Corporation. Newspaper figures from the Bureau of Advertising estimates.

plated were dropped. Inasmuch as the reports indicated that the fight was won the expenditure of \$150,000 planned for newspaper advertising was also eliminated."

The same authority estimates that the Democratic National Committee expended more than \$500,000 in radio broadcasting.

Has the free publicity that has been given broadcast programs interfered with the development of advertising along the lines the Bureau has suggested?

Numerous members commented on radio publicity and one or two asserted it has "news value."

Some of the members are emphatic in pointing out that the free radio publicity is hurting advertising. One or two of them are even protesting the giving of news events over the radio—a protest that is being considered at this time by the Associated Press.

Another member expressed the fear that the developing of advertising to announce broadcast programs might be dangerous. He went on to say:

There have been other prominent names in the national advertising roster that have joined the broadcast group during the past year. In discussing the plans of some of these and the effect their broadcasting expenditures have had on newspaper advertising one of the largest agents in the country closely identified with radio interests said:

"I do not believe you will find any advertiser in the broadcast field who has taken money to pay for his broadcasting away from his newspaper advertising appropriation. Some forms of reminder advertising may have suffered, but I do not believe newspapers have suffered. Moreover, they should not suffer.




"Take Atwater Kent and any of the General Motors group, Dodge Bros., Warner Bros., or some of the more prominent figures on the air and you will find that they are increasing rather than decreasing their newspaper advertising. In other words, they are using their broadcasting to build a background

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1928 NEW CAR REGISTRATIONS IN ILLINOIS

	88,901
	47,244
	29,312

Southern Illinois is generally considered as St. Louis territory, and is not included here.

16%

more new cars were sold in Cook County in 1928 than were sold in 67 other counties of Northern and Central Illinois combined! . . . With a single county so greatly overshadowing 67 others in opportunity for automobile advertisers, the wisdom of concentrated, intensive advertising effort in that county is scarcely to be disputed. . . . The most logical channel for such effort is the Chicago Evening American. It closed 1928 with a daily average circulation over



130,000 greater than that of any other Chicago evening paper, and more than 90% of that circulation is concentrated in Cook County. . . . The 1929 show issue of the Chicago Evening American appears January 28—closing date January 24.

CHICAGO AMERICAN

a good newspaper

One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Universal Service and Audit Bureau of Circulations

for a direct selling message."

Another agent who is an authority on broadcasting expressed very much the same view and then discussed the possibilities of developing advertising to announce broadcasting events. He put it this way:

"I believe the Bureau is on the right track. It is taking up a thought that I have had for a good while. I would, however, make these suggestions in connection with any proposed development: First of all, advertising announcing broadcasts should be developed in a standardized form something like the small want advertisements and in the shape of a day to day directory that people could turn to just as they turn to the amusement page.

"To bring this about, of course, would mean the curtailment of columns of publicity newspapers are now giving. This would be a good thing for the newspapers because it would bring in revenue and incidentally take much less space.

"At the same time it would serve the interests of readers. But as an advertising man I have another thought that I am preaching to my own clients—that is, that they should print their selling copy on the same day they are broadcasting. They can have parts of their copy refer to the broadcast and invite people to listen if they want to, but let them get over their selling message at the time they are in the public eye over the radio."

It is interesting to note that a number of advertisers like the Standard Oil Co. of New York, the Cities Service Corporation, Warner Brothers and several others have adopted plans something like this: Their newspaper copy runs on the day they broadcast and invites people to listen to certain stations.

In its inquiry to members the Bureau had in mind the possibility of the development of a regular advertising column in which broadcasters' events could be listed similar to the listing of theatrical performances. Replies indicate that the thought is well founded.

For instance the advertising manager of one of the large newspapers of the country states that he has already assigned one of his staff to work in developing broadcasting announcements. His paper has made "broadcast" a distinct advertising classification and the results are summed up in these words:

"About two months ago we put a solicitor on this classification. He has done quite well. For instance: In November last year we published about 1,700 lines of advertising from ten advertisers; in November this year we had nineteen advertisers and published over 4,900 lines."

In its letter of inquiry to publishers the Bureau asked whether there had been any increase in newspaper advertising announcing programs, whether the newspaper had given any thought to definitely developing this classification and how it had worked out.

Out of eleven publishers six report an increase in this class of lineage; three report no increase and two report a decrease. One is doubtful as to what has been accomplished. Many of the publishers who replied to the Bureau's inquiry stress some angle of the free publicity question. They feel that broadcasters are not going to advertise if they can get announcements in the news columns and as one of them put it, "Why will they pay for announcing broadcast if they can get their announcements free?"

One or two say they have tried to start regular classifications but have not met with much success and one of those who had made the experiment said while he personally had not met with much success so far he considered the idea entirely sound. It was undoubtedly an advertising development that was in sight in the very near future.

To summarize the views of Bureau members it is interesting to run over the letters received.

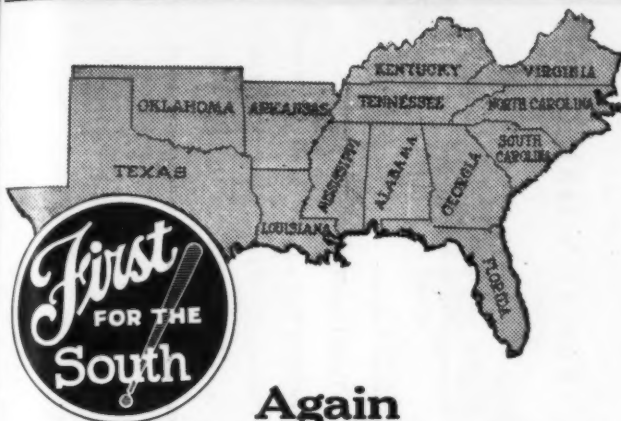
One of the large New England newspapers reports that on checking over radio broadcast advertising for 1927 and comparing it with



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Again The Times-Picayune Leads the South!

Again, in 1928 The Times-Picayune led the Honor Roll of Southern Newspapers! 18,615,202 lines of paid advertising was The Times-Picayune's record for the year just closed, 876,306 lines more than the second greatest Southern record. Year after year The Times-Picayune maintains its place at the top! Year after year New Orleans' leading newspaper also leads the entire South!

Southern Leaders

and their advertising records for 1928:

New Orleans Times-Picayune.....	18,615,202 lines
Birmingham News.....	17,738,896 lines
Houston Chronicle.....	15,567,900 lines
Atlanta Journal.....	15,433,348 lines
Dallas Times-Herald.....	15,292,426 lines
Memphis Commercial Appeal.....	14,577,416 lines
Louisville Courier Journal.....	13,922,353 lines
Houston Post Dispatch.....	13,622,292 lines
Louisville Times.....	12,285,280 lines*
Dallas News.....	11,917,844 lines
Richmond News Leader.....	11,710,062 lines*
Atlanta Constitution.....	10,952,746 lines
Fort Worth Star Telegram.....	10,795,212 lines

* Six day figures

The Times-Picayune

In New Orleans

Member 100,000 Group of American Cities, Inc.
Member Associated Press

Representatives: Cone, Rothenburg and Noe, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

The TEN DAILIES

which have the highest percentage of city coverage among standard-sized morning newspapers in their respective cities:

	Family Coverage
Chicago Tribune	69.5%
St. Louis Globe-Democrat	65.3%
Baltimore Sun	59.5%
Pittsburgh Post-Gazette	51.9%
Cleveland Plain Dealer	49.5%
Boston Post	29.2%
Los Angeles Examiner	44.6%
Detroit Free Press	44.2%
Philadelphia Inquirer	40.8%
New York World	18.6%

65.3%

of the families in
metropolitan St.
Louis read the Daily

Advertisers need this information
* of The Globe Democrat

coverage* of The Globe-Democrat

**Excepting only The Chicago Tribune, The Globe-Democrat has the highest percentage of city coverage among all the standard-sized daily morning newspapers of the 10 largest cities of the United States*

A right remarkable picture: The newspaper which dominates the entire 49th State has almost doubled its daily circulation during the last 10 years . . . Has increased its city circulation 137% . . . Is read by more than 3 out of every 4 families in the mass-class section of the city and in the higher ranking suburbs —where the real buying power is found . . . Daily circulation exceeds second St. Louis paper by 37,086.

The St. Louis Globe-Democrat

Largest Daily West of Chicago!

NEW YORK

F. St. J. Richards, Room 1200, 41 Park Row;
Phone: Cort'd 0504-5

SEATTLE

Henry R. Ferrius, care R. J. Bidwell Co.
Stuart Building

CHICAGO

Guy S. Osborn, Inc., 360 N. Michigan Blvd.;
Phon.: State 4107, Charles H. Ravell, Financial
Advertising, 332 S. La Salle St.; Webster 2770

LOS ANGELES

O. S. Waters, care R. J. Bidwell Co.
Times Building

DETROIT

Joe. R. Scolaro, 3-241 General Motors
Bldg.; Phone: Empire 7810

LONDON

Dorland Agency, Ltd.,
16 Regent St., S. W. 1

SAN FRANCISCO

Charles G. Eckart, care R. J. Bidwell Co.
742 Market Street

1928, it finds that the figures are about even. This publisher goes on to say:

"There is, however, an angle to radio broadcast advertising in which lineage, referring to broadcasting only, does not show. By this I mean there are quite a few national advertisers who are using newspapers as well as the radio and announcing their programs in their regular copy and not running any special radio program advertising. Perhaps this has added a few lines to the regular copy of these advertisers. This makes for a rather direct hook-up between regular newspaper copy and the radio.

"So far our newspaper has taken no action toward charging for broadcast schedules, although personally I see no reason why, if they are spending a lot of money to get the public to listen in and depend on the newspapers to get their audiences for them, they should not pay for it. Of course, where an advertiser is using regular copy, as many of them are, and carries a line or a box calling attention to its programs, it seems to me they are entitled to consideration. The publication of broadcasts obviously renders a certain service to a paper's readers."

On the other hand, a member reports a very large increase in this type of advertising but states that it has rather been from the initiative of the advertisers themselves than as a result of a fixed selling effort along that line. He adds:

"We have never given any thought to developing a regular broadcasting column in which advertisers would take space just as amusement advertisers would do."

Increase—But Not Enough

Another publisher, noting that there had been an increase in newspaper advertising announcing broadcast, did not regard this as significant and said the increase was not "commensurate with the great and rapid development of broadcast advertising." He noted the publicity given to broadcast and added that it would be difficult to eliminate this because of its "news value." As to whether or not a

broadcast column resembling the amusement column could be developed, he raised these points:

"First: Such a column would require either a lower rate or a higher rate than the regular radio rate. If the rate were higher, radio broadcasters would announce their programs within their regular advertising just as many of them do now. If the rate were lower we would merely be robbing Peter to short-change Paul. If the rate were the same the revenue would be the same.

"Second: To encourage the formal and regular advertising of broadcast programs might, to some extent, shift the emphasis from the advertising of merchandise to the advertising of programs. We would rather encourage a competition in merchandise advertising than in radio program advertising. A two hundred line radio program is a large one of its kind; a two hundred line merchandise advertisement is a small one of its kind.

"While we have mentioned these doubts we do not regard them as especially serious ones for in the long run the difficulties of intruding a selling story into a program which is essentially one of entertainment will always hamper broadcast advertising and will always necessitate newspaper lineage to do the real advertising work.

"While there are many broadcast advertisers who have increased their use of newspaper space at the same time increasing their radio appropriation (e. g. General Motors, Socony), there are many concerns whose appropriations have remained practically constant and whose division of it and whose entrance into radio broadcasting has been at the expense of their newspaper advertising. For example, take the case of La Palina cigars. This concern used 27,166 lines of advertising in newspapers of our city through November 30, 1927, when they were not on the air. For the same months of 1928, during which time they have been on the air they have spent only 11,708 lines in the same newspapers.

"Some radio broadcasters realize that for \$4,000, which is roughly the cost of one hour on the air

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over the Red Network, plus \$1,000 for the cost of the talent, they can reach fifteen large cities. Some of them feel that the same amount of money spent in newspapers in these cities would not make a correspondingly great impression.

"We feel that the expenditure of \$5,000 for a night's broadcast is, in many cases, taking the place of an insertion in a national magazine or of an insertion in two or three newspapers.

"In our opinion, newspapers will, in the long run, benefit by radio broadcasting, but the first effect of changes like these is nearly always negative. The first effect of the phonograph was to hurt the music business. The first effect of the radio was to hurt the phonograph business. The first effect of the radio was also to hurt the music business, but in the long run the final effect of all these developments was to benefit all of these industries."

This comment from the general manager of a large group of newspapers speaks for itself:

"There is no appreciable increase in the advertising announcing radio programs in papers of our size.

"We have even considered discontinuing entirely free programs for radio. This, of course, would be followed by a special column.

"Your thought that the broadcaster should advertise his programs and that the advertiser using the radio should tie-up through the newspapers is a good one.

"You may be interested in a recent survey I have just completed of our publishers. Every one of them is in favor of our making a protest to all news services against the delivery of news gathered by news agencies to be put on the air prior to publication in newspapers. I note that other groups of papers are taking the same action and I believe that before long the broadcasters will have to furnish their own news gathering facilities. The recent election caused publishers to think seriously on this subject."

Another member writes:

"Your suggestion regarding the broadcast advertiser taking a fixed schedule of advertising seems to

us to be excellent. The Bureau is certainly the logical agency to undertake suggestions of this sort."

He reports some increase in the advertising of this character and says:

"In harmony with the other newspapers, we are continuing to print the complete programs. Such matters as these seem to be more or less a question of custom in the mind of the advertiser. He is used to receiving free publicity in the newspaper and would undoubtedly object strenuously were he to be made to pay for it. But I don't think the custom has been in existence long enough to seriously interfere with the plans of the Bureau and prevent them from being successful."

Another member who reports a decrease rather than an increase says:

"We have given no thought so far to developing a regular broadcast column which will take the same place for radio advertisers as the amusement columns provide for amusement advertisers. Such broadcast program advertising as has been available has been positioned on our regular radio page which carries the daily announcements in editorial space of the detailed schedules of our own radio station, as well as the schedules of chain broadcasts over the three principal chains. Therefore, we have the nucleus for developing a regular broadcast column as you suggest."

From an Eastern city a publisher writes noting an increase in advertising announcing broadcasts. He believes that the idea of developing a regular department of broadcasting advertising is a possibility and says:

"Yes, a section similar to theater advertising is a probable development of the future—not feasible yet, for most newspapers describe the programs in their broadcast columns accurately, if somewhat briefly, thus giving correct information daily on the evening's entertainment without charge—thereby not making an advertisement necessary. The present advertisers use the radio page chiefly for emphasis on their programs.

DOZENS OF MILES OF MOTOR CARS NEWSPAPER READERS



VISUALIZING AMERICA'S GREATEST GROUP OF AUTOMOBILE BUYERS

Living their own cars, they would make a parade of prosperity stretch across the United States three and third times from the Atlantic to the Pacific. There are more than Twenty Million of them, Readers of Hearst Newspapers—more than Five Million families owning over Three and A Half Million motor cars.

A progressive multitude of like-minded Americans, city dwellers, earning comfortable wages—among them outstanding leaders, men of large influence and large incomes—more than Twenty Million Representative Users of advertised products—more than Twenty Million People whose needs and purchases play a big part in the business of America.

North, east, south, west, Boston to Los Angeles, Atlanta to Seattle, they read Hearst Newspapers regularly. They take these favorite papers into their homes and take them for granted

—it is an established rite of their lives to read Hearst Newspapers every day with eager interest.

It is this remarkable loyalty and keen responsiveness of its readers which make Hearst Newspapers so effective for automotive advertising.

To many of the leaders of the automotive industry there is nothing new about this exceptional advertising value. For years they have been increasing the sale of their products by well-planned advertising aimed at this huge responsive throng of more than Twenty Million Hearst Newspaper Readers.

No other advertising reaches simultaneously such a great multitude of progressive American citizens—no other advertising enables the maker of automotive products to place his merchandise so promptly, so forcibly, and so economically before the eyes of over Twenty Million Responsive Readers who are able to buy.

ST NEWSPAPERS

CHICAGO (CAL.) POST-ENQUIRER
CHICAGO NEWS
PITTSBURGH SUN-TELEGRAPH

ROCHESTER JOURNAL
ROCHESTER SUNDAY AMERICAN
SAN ANTONIO LIGHT

SAN FRANCISCO CALL
SAN FRANCISCO EXAMINER
SYRACUSE JOURNAL
SYRACUSE SUNDAY AMERICAN

SEATTLE POST-INTELLIGENCER
WASHINGTON, D. C. HERALD
WASHINGTON, D. C. TIMES
WISCONSIN NEWS (MILWAUKEE)

"Not having attempted this program idea yet, I cannot say how it would work; yet I do believe it is both possible and probable at some future date."

Another member in a Southern city thinks his year's figures will probably show a decrease in broadcast advertising, but as to the Bureau's inquiries has these comments:

"We are in full agreement with you that the value of the broadcasts will be greatly enhanced through the use of newspaper advertising calling attention to the broadcasts."

"We carry such advertising on our radio news page. That is the nearest we have come to meeting your suggestion that advertising of this nature be arranged similarly to the advertising of theaters."

Still another Southern publisher besides reporting an increase in the amount of advertising directly due to broadcasting, is enthusiastic over the possibility for development. He writes:

"While we have not done so, it would seem that a column for this class of advertising as it is now used for amusement advertising, would be appropriate."

Another member confesses that he has done little to develop advertising along this line and adds:

"However, we have an open mind on this subject and would appreciate any further information you now have or subsequently obtain bearing on the experience of other newspapers with this idea."

The Free Publicity Question

Another publisher frankly discusses the small expenditures of broadcasters for advertising in connection with the immense amount of free publicity that they receive. He goes on to say:

"There has been some increase in the amount of paid space used by broadcast advertisers to call attention to their programs. The increase has been due essentially to the fact that advertising of this type started from scratch. The total volume of advertising of this character is ridiculously insignificant considering the number of programs on the air and the ex-

penditures for the broadcasting. We are somewhat inclined to think that advertising of this type will not increase in its proper proportion so long as the advertisers are able to get announcements and stories concerning their programs without charge in the news columns.

"Just the other day, for instance, our own newspaper carried a story concerning the fact that a firm that discontinued broadcasting was going to put their program back on the air. Possibly this was a matter of news but we could not help but think of the fact that we would not have considered for a moment the publication of a similar story concerning the fact that the same advertiser had signed a new contract for his extensive advertising in this newspaper."

"Frankly, we have not considered the possibility of a broadcasting column similar to the amusement column. This is a very good idea, however. Naturally, we run display advertising concerning programs, placing them on the radio page but there has not been organized solicitation of this advertising, as a classification."

"We shall be interested in the developments in connection with this work of the Bureau as they are published in your bulletins or elsewhere."

Another of the larger evening papers makes this comment:

"We find there has been no increase worth while in newspaper advertising announcing broadcasting programs."

"We have not tried to develop it. Newspapers unfortunately are giving space on their radio pages announcing the fact that at a certain time during the day or night certain advertisers will broadcast, and in this way it seems difficult to get them to pay for space when they can get it free."

Then he winds up with this question:

"What do you think is a practical solution?"

It is toward working up a solution of this very question that the Bureau undertook this inquiry and is giving the immediate findings so much space.

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Again the question of publicity figures in the mind of a publisher who discusses the whole question very frankly:

"There are four or five national radio advertisers who announce their programs in our paper each week. We think this kind of advertising will increase in papers that do not list the names of advertisers in their radio programs. This paper has never used the names of advertisers in its news columns either in the radio programs or elsewhere, so in order to notify our readers to listen in to their radio programs it is necessary for radio advertisers to advertise their program features.

"We have not attempted anything in the way of promotion of this kind of advertising. Most of the advertisers who advertise their programs in our paper are general advertisers using larger copy in other parts of the paper. These advertisers feel that they should be granted what they call the 'courtesy' of having their radio programs listed without charge in our news columns. We have not thought it wise to go after this kind of advertising because it opens the argument regarding free listing of programs.

"We have had a great number of requests from advertisers asking that their radio broadcasting be mentioned in the programs and in our radio news. We have always followed strictly our policy and not granted such requests."

Question Hard to Answer

The same publisher who expressed the fear that too much effort along this line might stress attention on radio advertising went on to say:

"Your first question about the possible increase in newspaper advertising announcing radio programs is a difficult one to answer. There is no way of making an accurate check-up. Practically all of the advertisers who have used special space to exploit their radio programs are regular customers of the newspapers anyhow and we have no way of knowing whether the space devoted to exploitation

of radio programs represents an excess over what they might have used anyhow.

"I know of only one recent case in which advertising of a radio program has probably represented lineage that the newspapers might not otherwise have received. That is the case of one company which started publication only a couple of weeks ago of double column six or seven inch copy once a week in a paper to call attention to its broadcast program.

"I believe that the Palmolive-Peet Co. has used some extra lineage in featuring its programs. They ran several special pieces of copy with us when they started their broadcasting and I believe this was undoubtedly over and above their regular appropriation. Furthermore, they have published 'strips' or 'tie-ups' in connection with some of their regular soap advertisements which obviously were an afterthought and represented plus lineage.

"No doubt the newspaper advertisements of the Cities Service Company featuring the Cities Service radio hour represents extra lineage. This company publishes regularly two separate campaigns—one on the financial end of its business which is more or less institutional in character and the other on its oil interests. They publish quite regularly separate four-inch advertisements on their radio programs.

"Several of the largest newspaper advertisers who are also radio broadcasters feature their radio programs in their regular advertising but this does not appear to increase the volume of lineage that they might have used anyhow. A good example of this is the General Motors Corporation. Practically all of the institutional advertising of General Motors of late has contained special lines or paragraphs mentioning the 'General Motors Family Party' hour on the air but the most of their copy comes in full page units and there is surely no extra space involved for the newspapers.

"There are many other large regular newspaper advertisers who

Two great records that command the attention of alert advertisers

CIRCULATION

In 1928 The St. Louis Star attained the largest net paid circulation average of any year in its history—gain in 14,897 daily average copies over the year previous. The steady circulation growth of The Star during the past six years is shown by the following net paid daily average figures:

1923	101,525
1924	103,200
1925	116,750
1926	117,362
1927	121,930

1928

136,527

A substantial, responsive circulation proved by the tremendous additional lineage placed last year in The Star by merchants and manufacturers comprising every major classification of advertising.

ADVERTISING

In 1928 The St. Louis Star gained in every major division of advertising—local, national, classified and real estate—one of the greatest advertising increases of any newspaper in the United States.

Following are the advertising gains by divisions in 1928, compared with 1927:

Local	. . .	1,096,977 lines
National	. . .	37,113 lines
Want Ads	. . .	216,288 lines
Real Estate	. . .	114,090 lines

Total Advertising Gain in 1928—

1,464,468

Lines

—A record made more emphatic by the fact that only one other St. Louis newspaper showed an increase in advertising (186,993 lines), while two other daily newspapers lost 1,379,088 lines and 237,690 lines respectively.

THE ST. LOUIS STAR

National Advertising Representative
GEORGE A. McDEVITT CO.

do broadcasting and who may occasionally mention their radio programs in their regular copy but who do not use any extra or separate space for this purpose. Of course, General Motors may be counted in this group which includes also numerous concerns, such as Standard Oil, B. F. Goodrich, Seiberling Tire Co., Halsey-Stuart, A. Atwater Kent, Montgomery Ward and Whittall Rugs."

In connection with the many references to free publicity it is interesting to note that the advertising of radio itself—that is, the sale of radio appliances—has greatly increased during the past year. In fact the total volume of increased radio advertising probably offsets the losses from the cigarette field.

Taking the published national advertising figures in **PRINTERS' INK MONTHLY** the Bureau has calculated that there has been an increase from somewhere between 25 per cent and 35 per cent in radio advertising in newspapers during the past year. A typical computation of advertising from a group of cities from which there was a full report for each month in the year follows:

**RADIO LINAGE 10 MONTHS' PERIOD
JANUARY TO OCTOBER INCLUSIVE**

City	1927	1928
Birmingham	72,438	157,211
Boston	478,465	537,456
Bridgeport	57,190	93,962
Chicago	575,611	718,407
Cleveland	255,598	338,926
Dayton	69,174	106,094
Des Moines	114,642	155,540
Indianapolis	139,656	226,070
Kansas City, Mo.	183,607	208,125
Los Angeles	291,704	474,250
Louisville	159,507	179,589
Memphis	70,070	162,575
Milwaukee	329,331	347,128
Minneapolis	203,343	248,605
New Orleans	132,583	128,466
Omaha	142,506	176,533
St. Louis	220,114	240,539
St. Paul	115,808	115,215
Spokane	95,094	194,239
Toledo	113,904	149,033

Totals 3,820,345 4,957,963
29.8% Increase

The increase in this case is between 29 per cent and 30 per cent, and the percentage of increase in some calculations, taking in a larger number of newspapers, is even higher.

Western Electric Gives P. L. Thomson New Title

P. L. Thomson, for the last eighteen years publicity manager of the Western Electric Company, Inc., New York, has been given a new title, director of public relations. W. A. Wolff, who has been a member of Mr. Thomson's staff, in charge of production and service, assumes the title of advertising manager.

P. H. Atkins Advanced by International Shoe

Paul H. Atkins has been appointed advertising manager of the International Shoe Company, a new division of the International Shoe Company, of St. Louis. He was formerly with the advertising department of the Roberts Johnson-Kand branch of this firm, also at St. Louis. His new headquarters is at Chicago.

Death of Andrew Jergens

Andrew Jergens, president and founder of the Andrew Jergens Company, Cincinnati, Woodbury facial soap, Castolay and other toilet soaps, died at Sarasota, Fla., on January 11. He was seventy-five years of age. Mr. Jergens came to this country, from Denmark, at the age of seven, and later, in 1881, founded the present company which bears his name.

Manz Appoints E. L. Gilbert New York Manager

Edward L. Gilbert, at one time advertising manager of the Crex Carpet Company, New York, and, more recently a representative of the American Color-type Company, of that city, has been appointed New York manager for the Manz Corporation, Chicago.

Carroll Ragan Joins Frank Kiernan Agency

Carroll Ragan, recently vice-president of Fawcett & Ray, Inc., New York, has joined Frank Kiernan & Company, advertising agency of that city. He was, at one time, advertising manager of the United States Mortgage & Trust Company, New York.

Death of Frederik Fischer Meyer

Frederik Fischer Meyer died recently at South Orange, N. J., at the age of fifty-nine. He was formerly an advertising executive of *The Saturday Evening Post* and retired sixteen years ago.

San Francisco "News" Adds to Staff

Earle H. Smith has been appointed manager of the national advertising department of the San Francisco *News*. Philip Rose has also joined the advertising staff of the *News*.



Censored

THE advertising prestige of the Washington (D. C.) Star is due to the exercise of strict censorship.

Truth in advertising is what gives it force and influence; and ONLY TRUTHFUL advertising is the unvarying rule of The Star.

The public knows it can rely upon advertising appearing in The Star; and every advertiser has the assurance of keeping "good company"—which, with the complete coverage of The Star's circulation makes the Washington market an easy one to cultivate—and economically.

Any specific information concerning this fertile market you may desire will be promptly furnished by our Statistical Department.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Tower Building



H Hoover

PRESIDENT-ELECT HERBERT HOOVER, when Secretary of Commerce and Labor, made this statement, so significant to the advertisers:

"Very few firms have the capacity for selling the United States as a whole, but we find many of them trying to do this. . . . A great many firms will undoubtedly find that by limiting their efforts to more circumscribed areas and intensifying their sales activities in such areas, they would not only reduce their selling costs but would probably produce a larger volume of business."



Farm

More than 1,000,000 Circulation, Obtainable as

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THE Farm Life Sectional Advertising method offers the advertiser definite aid toward the economy Hoover advocated.

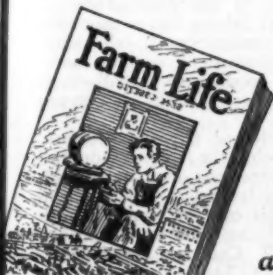
Farm Life does not require that you buy all forty-eight states when the section where you have distribution desire distribution may embrace only eleven. It has subdivided its national circulation in accordance with the country's four main Distribution Districts whose boundaries fall into natural lines. The folder, "Campaigning on the Sectional Basis," will give you full information.

FARM LIFE, SPENCER, IND.

T. W. LeQuatte, Publisher

New York: 50 East 42d Street

Chicago: 35 East Wacker Drive



Life

a Whole or in Sections

Don't Tell Your Dealers: "Sell Our Goods at No Profit!"

A Former Small-Town Merchant Claims That the Oshkosh Overall Company Has Established a Dangerous Precedent

By John B. Whalley

FOR a number of reasons, the Oshkosh Overall Company's experiment (We Tell Our Dealers: "Sell Our Goods at No Profit!"*—PRINTERS' INK, December 27, 1928) is a remarkable one. First, because it is based upon a new merchandising idea. Second, because it represents a distinct reversal in practice. (Hitherto it has been customary to claim that the advertised brand is the profitable one to handle, but here we have an advertised brand definitely featured on a non-profit bearing basis.) Third, because of the possibility that it may spread and be adopted by other firms. Fourth, because it threatens to lead to a new form of competition among manufacturers.

The situation in regard to overalls, of course, is admittedly a peculiar one. Through the combined activities of the mail-order houses and the chain and department stores, the overall has been brought down to the point where, in itself, it is unprofitable to handle. As Mr. Wittmack says, the overall is recognized as being the "sugar" and the "nails" of the clothing store.

Actually, however, the grocer and the hardware man get off lightly in comparison. Sugar is usually sold on a very meager profit margin but it is stock that may be turned over every week—and nails also, when investment and turnover are taken into ac-

count, are not unprofitable. The overall is a very different proposition, for it moves so slowly. One man comes into the store wanting a size 36.32 overall and must have a blue overall with a fine white stripe. The next customer demands a 40.34 in a heavy-weight gray striped cottonade. Another wants a 38.33 plain blue overall, and so the dealer has to carry many different sizes in several different materials. It means that the overall is slow-moving stock—and at \$1.70 a pair the investment soon runs up into real money.

The overall, then, is already a very definite problem for the dealer—and the smaller the dealer the greater the problem, the less he can afford to have a substantial amount of capital tied up in a slow-moving line. It is a problem that might perhaps be solved, or at any rate minimized to some extent, with the co-operation of manufacturers—that is the only hope for the dealer. But the Oshkosh Overall Company, instead of giving him co-operation, chooses to substitute advice. Instead of helping him to meet chain-store competition, it tells him to copy chain-store methods and to use a good grade overall—to wit, the Oshkosh B'Gosh—as a no-profit leader.

Considered from the company's standpoint the scheme admittedly is an ingenious one. Faced with a steadily increasing loss of business—in this case, through the activities of chain stores—the Oshkosh Overall Company persuades its dealers to handle the line as a no-

THIS article is written by a former small-town storekeeper. It endeavors to develop some weak spots in a proposal which the Oshkosh Overall Company is making to its dealers. Briefly, the company proposes that its retailers sell its overalls at only 5 cents more than they pay for them. The object of the plan is to offset the low-priced overalls offered, among others, by the Penney chain.

*As told to G. A. Nichols by C. E. Wittmack, Sales Manager, Oshkosh Overall Company.

profit leader. In this way it succeeds in consolidating its own position and in retaining, at any rate for a time, a normal profit on its sales. The scheme is open to criticism, however, on several counts—and manufacturers who are tempted to imitate the Oshkosh Overall Company might do well to consider them.

Its first weakness is that it is one-sided. Although supposed to benefit both manufacturer and dealer it is the former who derives most of the benefit, the latter who foots the bill.

Fifty-fifty? Maybe!

It may be a fifty-fifty proposition, insofar as the interests of both parties are ostensibly considered. At the same time, as a fifty-fifty proposition, it reminds one of the man who built up a flourishing business in rabbit pies. During the war, when it became increasingly difficult to secure an adequate supply of rabbits, he was compelled to make a judicious addition of other meats and, being an economical soul, he used horse meat for the purpose. After a time, however, one of his butcher customers complained that the old flavor of the pies was missing, that the rabbit was even less in evidence than the pork in pork and beans. "That's queer," said the proprietor. "We do add a certain amount of horse meat at present but it's strictly on a fifty-fifty basis." "Fifty-fifty?" ejaculated the astounded customer, who knew his rabbits. "Sure," went on the pie-man, "one horse, one rabbit." Both the dealer's interests and the manufacturer's interests may be considered in the Oshkosh Overall Company's scheme, but it is the manufacturer who has the large share of the pie, and any scheme which operates on this basis cannot be expected to survive indefinitely.

Another criticism which may be made is this: It has not yet been demonstrated that the overall constitutes an effective leader for the independent dealer to use. There are two justifications for using a no-profit leader. One is when it sets a standard of value for a whole line of merchandise. The

other is when it acts as bait and leads to additional purchases. The Penney people, obviously, can use the overall as a leader very effectively because the merchandise they sell is their own. People cannot, or think they cannot, buy it elsewhere. The mail-order houses, too, can use the overall for the same reason—with the added advantage in their case that it tends to bring supplementary business. When a man takes the trouble to write a letter and buy a money order, he is likely to buy other things at the same time, while he is about it. And if he gets his wife to write, she will order something for herself or the children, too.

The ordinary dealer is in quite a different position. The merchandise he sells is not exclusive to his store—and people know it. The fact that a dealer sells Oshkosh B'Gosh overalls at a low price fails to make them assume that his prices on Ball-Brand rubbers, for example, or Wolverine work shoes will be correspondingly low. For this reason it is difficult for the independent dealer to derive anything approaching the same benefit from a no-profit leader as the J. C. Penney Company or a department store or mail-order house—unless he is in a position to run his own line of merchandise.

Further, when a man comes into a store for a pair of overalls it is not, in my experience, easy to sell him other things as well at the same time. He is not in the right mood. He buys overalls because he has to have them to work in, but he gets no pleasure from the purchase and is not in an expansive mood.

The overall, then, is not particularly effective, so far as the independent dealer is concerned, either in getting the store a reputation for good values or in bringing about additional sales. Nor are other lines of merchandise likely to be more effective. It is the experience of many retailers that a regular no-profit leader, for the average dealer, is a mistake. He can get much better results by featuring temporary leaders and changing them regularly. In this way

**"There's too much
Advertising in the
Magazines today**

*that's why our campaign
fell down"*

***An Unfair Statement; As
Successful Advertisers Know***

A common excuse for failures in magazine advertising is, "the magazines are so full of advertising now, most ads don't have a chance to be seen."

That's the excuse today. Yesterday it was another one. Tomorrow, no doubt, will present still another.

Failure to sell the public, with advertising on a *wanted* product, can be fairly traced only to the fact that the advertising *fails to interest the public*.

It doesn't make much difference how filled a magazine may be with ads. The only thing that counts is whether your advertising is so developed as to gain public interest.

Few successful advertisers make the complaint of "too many ads" in the magazines.

As a matter of fact, a great majority of the advertisements in the big magazines are as interesting as the editorial matter to thousands of magazine readers.

Successful advertisers recognize that factor. And build their advertisements accordingly.

That is to say, they publish **NEWS** about their products. *Informative news* that is as definitely **VALUABLE** to readers as the magazine's own articles.

To prepare that sort of advertising, you must study what the magazine gives its own readers. Remember that the circulation of any publication is dependent entirely upon editorial ability to **INTEREST** the reading millions.

Go on the theory that the magazine editor knows exactly what his public wants. Don't discount what he does, don't disagree with him, don't try to improve on what he does. If he didn't know what his readers wanted, his magazine would lose its circulation, and he would lose his job.

You'll find there's a **REASON** for every article in a magazine.

You'll find every article presented, both by word and picture, in a sensible, easy-to-understand manner.

You'll find every article—exclusive of fiction, of course—of a definitely **INFORMATIVE** nature and of **DISTINCT BENEFIT** to the reader.

You'll find a surprising lack of the tricks, frills and so-called "cleverness" that marks the effort of the inexperienced advertiser or advertising writer.

You'll find simple thoughts, simple words, *true-to-life* illustrations and *definite facts*.

Right or wrong, those seem to be what the public wants. In the interest of the profit sheet, let's mould our advertising to meet them.

BLACKETT-SAMPLE-HUMMERT, Inc.

58 East Washington Street, Chicago • 250 Park Avenue, New York

—A CONTRIBUTION

THE DAIRY FARMER will receive nation-wide attention during 1929 on a series of biographical sketches of "The Ten Heroes of Dairy History." These feature articles will be the most complete historical contribution ever made to the dairy industry.

Fifty-five recognized dairy authorities have cooperated with **THE DAIRY FARMER** in selecting these ten "Master Minds of Dairydom."

This publication is mindful of its obligation to serve its industry and its quarter million readers, who represent the nation's "Preferred Group" of buyers in the farm field.

THE DAIRY FARMER

One of the Meredith Publications

he can vary his appeal, adapt his leaders to changing conditions or local circumstances, and avoid making any permanent cuts in prices.

A few days ago, I had the opportunity of discussing this over-all scheme with a progressive dealer, a man of considerable retail experience. "It just shows the lack of intelligence of the average merchant," was his first comment. "Can you imagine any department store buyer falling for a scheme like that? Here is a manufacturer whose business is seriously threatened by the chain stores. What does he do? He goes to his dealers and persuades them to sell his goods, as far as they are concerned, for nothing—and at the same time allow him a normal profit.

"If any manufacturer came to me with a one-sided proposition like that I'd say: 'Mr. Man, your idea may be all right but if I'm going to feature any brand of overalls at cost, why should I pick on yours? There are other good overalls on the market, there are manufacturers who will be tickled to death to have me sell their line for them, and not charge them anything, and if I make a deal it will be with the one who offers me the best proposition. In other words, I've got something you want. What will you pay for it? If I help to pull your chestnuts out of the fire, what will you do to help me?'"

"That," continued my friend, "is the attitude that any buyer worth his salt would take. When you have something the other fellow wants, it is up to you to make the best terms you can for it. And make them before you start. Once you begin to sell a branded line at cost you have got to go on with it—or else abandon the line. It is too late to make terms. This is where the Oshkosh people have got those dealers who fell for their scheme.

"No," he concluded, "they seem to have got away with something and I don't blame them. But it won't be so easy for others who try to work the same stunt. Deal-

ers may fall for it once but are bound to get wise. Why should they let a manufacturer take his normal profit, while they make nothing, when there are other manufacturers willing to give them better terms? These people have started something all right—and no one can see the finish of it. They have started a new form of competition among manufacturers."

What of the Rival Manufacturers?

This final remark opens up another avenue for thought. Let us anticipate a little. Suppose that one manufacturer puts over this no-profit leader idea on a big scale, what are rival manufacturers going to do about it? It is clear that if a number of manufacturers begin to work on the same lines as the Oshkosh Overall Company, competition is bound to develop and dealers will make increasing demands for concessions—whether in the form of lower prices, special discounts, or advertising allowances. It is clear, too, that if a dealer who handles a number of different lines can afford to sell some of them at cost, the manufacturer who produces a number of different lines can afford to do the same thing.

In such circumstances, let us compare the relative positions of a manufacturer (if one exists) who happens to make overalls only and one who makes pants, work shirts, mackinaws and gloves as well. The one making the full line might go to a dealer and say: "If you'll handle my full line I'll sell you overalls at actual cost of production. We'll both sell them at cost and make our profits on the other lines." Where would the man who made overalls alone get off?

Eventually, if pursued far enough, the Oshkosh Overall Company's scheme is bound to lead to an embarrassing position for the manufacturer who makes but a single line. Competitors will be selling his line at cost, which he cannot afford to do for any length of time, and making up their loss on the other lines they manufacture. He will be in the position of the in-

dependent grocer when a nearby department store runs a grocery section on a no-profit basis, simply to attract trade.

There are, of course, very interesting possibilities in the new merchandising idea. Once it becomes accepted practice for lines to be sold without profit, both by maker and dealer, it is bound to lead the way to a great deal of overlapping and to a very destructive form of competition. We may see tobacco manufacturers, for instance, supplying pipes at cost and driving legitimate pipe manufacturers on the rocks. We may perhaps see the match combine selling cigarettes at a cut rate, simply to assist the sale of matches; the makers of ammunition supplying firearms at half the price we pay today. And how entertaining it will be when the toothpaste manufacturer sells us brushes at the actual cost of manufacture—and the toothbrush maker retaliates by supplying toothpaste on the same basis.

So far as the manufacturer is concerned, then, the no-profit leader will simply lead to cut-throat competition. Eventually he, too, will have to sell it at cost. For the dealer, the no-profit leader is simply an ineffectual form of advertising. The way of salvation most certainly does not lie in trying to contend with larger competitors on their own ground. To the consumer, it offers no permanent advantage, as any article which is consistently unprofitable, both to maker and dealer, is going to deteriorate in quality. That is inevitable. Altogether, this new merchandising idea may be an excellent one to leave alone.

C. E. Crandell Leaves Montgomery Ward

C. E. Crandell, vice-president of Montgomery Ward and Company, Chicago, in charge of sales and advertising, has resigned. He became associated with Ward's in 1921, taking charge of catalog production. He was made vice-president in 1924 and in 1926 took charge of sales promotion and expansion. Pending the appointment of a successor, the majority of his duties are being handled by E. C. McCarthy, manager of the general research department.

R. M. Gates, Vice-President, Superheater Company

Robert M. Gates, manager of the industrial department of The Superheater Company, New York, has been elected vice-president of that company. He joined the Superheater organization in 1922 and, since that time, has been engaged in directing the engineering and sales of Elesco superheaters for stationary power plants and pipe coils for the oil and other industries. He was at one time with The Thew Shovel Company, Lorain, Ohio.

D. G. Ong, President, United States Leather Company

David G. Ong has been elected president of The United States Leather Company, New York, succeeding Hiram S. Brown, who will continue as a director and as chairman of the executive committee. Mr. Ong has been with the company since 1925 as assistant to Mr. Brown and as president and treasurer of one of the company's subsidiaries, the Hilliard & Merrill Company, Lynn, Mass.

Appointed by Four Wheel Drive Auto Company

G. D. Simonda, formerly with the Graybar Electric Company, New York, as tool sales engineer, is now sales engineer of the Four Wheel Drive Auto Company, Clintonville, Wis., manufacturer of FWD trucks. His headquarters will be at New York where he will devote his time to the development and sale of FWD public utility trucks, winches, derricks, etc.

Joins Ferry-Hanly Agency

H. White, former advertising manager of the Butler Manufacturing Company, Kansas City, Mo., has joined the Ferry-Hanly Advertising Company, of that city, as an account executive.

Ralph Page, formerly with the Gundlach Advertising Company, Chicago, also has joined the Ferry-Hanly agency as an account executive.

Richmond Bank Elects Bryan and Hasbrook

John Stewart Bryan, publisher of the Richmond *News-Leader*, and Charles P. Hasbrook, publisher of the Richmond *Times-Dispatch*, have been elected members of the board of directors of the First and Merchants' National Bank of Richmond.

R. S. Clary Advanced by "Southern Furniture Journal"

Robert S. Clary, associate editor of the *Southern Furniture Journal*, Charlotte, N. C., has been made managing editor. Prior to joining the *Southern Furniture Journal* last April, he was Southern manager of the Charles W. Hoyt Company, Inc., advertising agency.



IS GAME INCREASING?

While conditions in certain localities where gunners are over-plentiful and vermin uncontrolled are not what they should be, it is encouraging to know that in the Government Forest Reserves game is actually on the increase. Dr. William A. Bruette, writing in the February issue of **FOREST AND STREAM**, says:

"The summing up of the reports of the government forest officials indicates that there was a satisfactory increase in game in the areas under their supervision during 1927 and there are good reasons for believing that this progress continued through the year 1928."

Because **FOREST AND STREAM** is the leader in the great conservation movement which is now sweeping this country, more than one hundred thousand outdoorsmen read every issue.

FOREST AND STREAM
80 LAFAYETTE ST. NEW YORK CITY

Wm. Clayton

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 1459 N. Catalina Ave., Pasadena



As Usual Bco

In 1928 The Boston Herald
Total Paid Advertising More
tising, and More No Ad
Any Other Boston Paper

This business of piling up an outstanding lead all inv
ship in advertising totals is becoming a steal ults.
habit with the Boston Herald-Traveler. In 19 ced o
the Herald-Traveler led all other Boston new read
papers in the total advertising, National advert well a
ing and Display advertising classifications. At t veler
close of 1928 the Herald-Traveler is again far in t d-T
lead, with lineage totals that prove this newspaper circula
to be the outstanding choice of advertisers and is
agencies.

TOTAL PAID ADVERTISING

Figures by Media Records, Inc.
YEAR 1928

HERALD (7 days).....	16,195,546 lines
Globe (7 days).....	16,130,084 lines
Post (7 days).....	13,650,048 lines
Transcript (6 days).....	7,744,691 lines
American (6 days).....	5,122,077 lines
Advertiser (Sunday).....	2,761,245 lines
Advertiser (Daily).....	1,640,292 lines

TOTAL DISPLAY

Figures by Media Records, Inc.

HERALD (7 days).....	12,685,3
Globe (7 days).....	12,333,5
Post (7 days).....	11,916,2
Transcript (6 days).....	5,538,6
American (6 days).....	4,597,9
Advertiser (Sunday).....	2,318,0
Advertiser (Daily).....	1,445,8

BOSTON HERALD

The Above Figures Quoted Are for The Herald Only
—Traveler Figures Are Not Included

Bacon's Leader

Boston Herald Carried More
 Advertisers Display Adver-
 tising Than
 Boston Paper.

lead all investments are made on the basis of expected
 results. Newspaper advertising investments are
 made on the basis of the sales responsiveness of
 the reader reached. That advertisers have, in 1928
 as well as in previous years, favored the Herald-
 Traveler is recognition of the responsiveness of the
 Herald-Traveler reader—the most profitable unit
 of circulation in the city. A summary of lineage
 is given below.

DISPENSING

Figures by Media Records, Inc.

(7 days)	12,685,331 lines
(6 days)	12,333,980 lines
(5 days)	11,916,818 lines
(4 days)	5,538,697 lines
(3 days)	4,597,988 lines
(Sunday)	2,318,051 lines
(Daily)	1,445,800 lines

TOTAL NATIONAL ADVERTISING

(Including Financial and Automobile)
 Figures by Media Records, Inc.

YEAR 1928

HERALD (7 days)	5,438,246 lines
Post (7 days)	4,194,875 lines
Globe (7 days)	3,700,084 lines
Transcript (6 days)	2,626,763 lines
American (6 days)	1,369,691 lines
Advertiser (Sunday)	594,031 lines
Advertiser (Daily)	240,671 lines

HERALD - TRAVELER

The circulation of the daily Herald, the Sunday Herald
 and the Evening Traveler were greater in 1928 than
 in any other year in our history

DEPRESSION- PROOF

THERE are good times at all times in Buffalo, where not more than 5,000 of its 98,000 mechanical and manufacturing workers are engaged in the same line of industry. This, along with the fact that its wage-earners are better paid than workers in all other manufacturing cities of comparable size, emphasizes the responsibility of Buffalo's wage-earners . . . who, by themselves, represent a \$143,000,000 market. Are you reaching Buffalo's wage-earners?

THE BUFFALO TIMES

EVENING

SUNDAY

KEEP UP WITH THE TIMES!

How a Credit Department Sold \$100,000 in Six Weeks

Saks-Fifth Avenue Revives Its Inactive Accounts with Unconventional and Newsay Letters

As told to Roland Cole by

G. L. Davis

Controller, Saks & Company, New York

THE idea which I will attempt to describe was suggested to us by one of our own employees—a secretary in our executive offices. The idea was as old as merchandising itself. It was that our file of inactive accounts, numbering many thousands, was a gold mine of sales possibilities.

The suggestion to attempt to revive some of these accounts by writing letters to them was hardly a new idea, either. But the thing that was new, at least to us (and this did not occur to us until the enormous sales possibilities of those thousands of inactive accounts

had begun to tease us with thoughts of just how much business might be there if these accounts could be brought to life), was the idea of organizing the solicitation of business from these inactive accounts upon a different plan from that usually adopted by most credit departments.

Writing letters to inactive customers is an ancient and honorable pastime and, in far more cases than otherwise, as perfunctory a business as most of the hackneyed expressions that characterize such letters. Most of us are sick and tired of receiving letters that begin, "It must be that we have offended you in some way," or, "You probably have some kind of complaint against us," or, "If you will only tell us what is the matter"—all of such letters assuming that the inactive customer is no longer a customer because he has a grie-

vance, when all the time he may be dead, removed, or buying for cash.

When we decided to act upon the suggestion made to us that many of our inactive accounts could be revived by writing them letters, we decided to do it right. The first thing we did was

THIS story is full of selling suggestions as to how letters may be used to revive inactive customers. It should be helpful to manufacturers, especially those who have large numbers of inactive accounts. It is a plan worth passing along for the use of dealers on their customers, thus indirectly stimulating sales of the manufacturer's products.

to check over between 45,000 and 50,000 inactive accounts, the total number of accounts upon which no sales were recorded after March, 1927. After a most careful check, which eliminated duplications, deaths, changes of address, and so forth, these were

reduced to an A-1

list of 12,500 accounts, made up of four classifications, (1) women in town, (2) women out of town, (3) men in town and (4) men out of town, the number of women, of course, outnumbering the men about three to one. Of these 12,500 accounts, something like 6,000, or about half, had never purchased from our Fifth avenue store, the names probably having been transferred to us from our 34th Street store in September, 1924, when our Fifth Avenue store was opened. Of the other half, our researches disclosed the fact that one inactive customer had purchased in 1920, three in 1921, five in 1922, thirteen in 1923, 101 in 1924, and, after the Fifth Avenue store opened, 512 in 1925, 1,576 in 1926 and 4,112 in 1927. I mention these figures to show the kind of accounts which produced the results that followed, so that it will be clear we did not

confine our letter writing to one classification or to the youngest group of inactive.

Our first mailing was made about October 1 and our second about November 1. Two or three weeks after the second letter went out, we made a search to see what had happened to our 12,500 inactive accounts, if anything. We found that 1,013 of them had reopened their accounts. Of this number, 355 had never bought before from the new store, six had not bought since 1924, nineteen since 1925, 106 since 1926 and 495 since 1927, and the rest had written for purchases to be made through our personal shopping department. By the time we had mailed our third letter, or mailing (for the kinds of letters in a mailing differ, some being addressed to women and others to men, and so forth), we found the total number of inactive accounts which had been reopened had risen to 1,234, and that sales to these accounts approximated \$100,000. Practically every one of our seventy-five departments had been visited by these customers to make their purchases. And, remember, this is a record of charge purchases only. That there have been many cash purchases we know, because our sales people in a number of departments have told us of instances of customers mentioning that they had received our letters.

Before referring to our letters, I would like to emphasize the fact that we did not bid for replies. We did not say, as so many letters of this kind do, "Won't you please let us hear from you?" or anything of the kind, nor did we intimate in any way that we would like to have the recipient of a letter answer it. Yet orders and replies came in from all over the country, from States as far away as Oklahoma and California. Only five or six out of the total number of letters mailed were replied to with requests to have their names removed, and of these only two were in town. Many letters were received asking when the next letter would be sent. As to the classification of the responses, an early compilation showed that or-

ders were received from 164 men in town, 107 men out of town, 503 women in town, and 435 women out of town. Every letter we receive is answered with a personally dictated letter.

Of the total number of inactive accounts written to (12,500), about 60 per cent were people in town and 40 per cent out of town. As I said before, about a third of the total number addressed were men. Here is the first letter sent to men:

Dear Mr. Blank:

Did you ever hear that a man's suit must have more than the prescribed coat, waistcoat and trousers?

The "more" in Saks' suits means—all our materials are imported from England and Scotland—our styles are dictated by the leading custom tailors of England, which means impeccable taste plus that "easy" nonchalant air that is an Englishman's heritage—then, each suit is hand-cut, hand-tailored, and hand-pressed by experts who are chosen for their exacting skill.

It is hardly necessary to say that our top-coats and overcoats boast the same sartorial distinctions.

This is a special invitation, Mr. Blank, to visit our sixth floor "for men only." You will be delighted to find that here, Saks-Fifth Avenue has created "a man's own place in the sun."

Privacy, leisurely selection, and courteous attention are at your service.

Sincerely yours,

To
Mr. Blank,
Blankville, New York.

Here is one of the early letters sent to women:

Dear Mrs. Blank:

I have had it in the back of my head for the last month to tell you about some of our accessories which I assure you are the last word in the glorification of "little things."

Exquisite evening slippers in brocade or velvet reveal the advanced mode for the season's formal wear—one brocade in particular, "Damasse," was seen consistently at the opera. And for those who are never content—bless 'em—along comes the latest conceit of the season—lovely little evening bags to match these slippers!

Speaking of bags they are all here, for all occasions, and believe it or not there is something new under the sun after all—one bag in "Boroosa" leather in several striking combinations of color.

Our Alexandrine gloves are French to the finger tips—pull-ons with side openings, hand stitches and others with marvelously trick cuffs which only goes to prove that cuffs haven't "gone out" after all.

I should love to have you come in to see these things for yourself, Mrs. Blank, for my pet obsession is the desire to give every smart woman the



**Dan V.
Stephens**
of
**Fremont
Nebraska**

President Fremont State Bank
President . . Hammond & Stephens Co. (ednl. pub.)
Vice-President . . . Nebraska Building & Loan Ass'n.
Vice-President Crystal Refrigerator Co.
Manager and Owner Maplegrove Farm, Fremont
Member Executive Committee American Bankers Association

**editorial influence
with men of
influence**

AMERICAN BANKERS
Association
JOURNAL

110 East 42d Street

New York City

CHICAGO

SAN FRANCISCO

**(29,211* net paid A. B. C. reaching 9/10)
of the Banking Capital of America)**

**This figure is growing steadily*

85% of all Hardware is sold within hardware stores of more than 10,000 dollars.

MORE and more every year the *better* stores are getting a greater share of total retail trade. Here are some of the reasons:

First—The better store advertises in local newspapers.

Second—The automobile has brought the consumer nearer the bigger store.

Third—Such stores have fixtures that put a selling punch into their displays.

Fourth—These stores frequently employ outside salesmen. They put a follow-through into the sales efforts.

Fifth—The larger hardware stores departmentize, and that means a vital personal push behind the goods in each department.

These are some of the reasons why the stores whose merchandise stock is \$10,000 or more are doing 85% of the hardware business and increasing every year.

They are the group at which to aim your selling.

HARDWARE DEALERS' MAGAZINE takes the story of the advertiser's products to ALL the worth-while outlets in the hardware field. No hit-and-miss circulation that neglects a large part of the real buying power. Gets to EVERY hardware store in the United States and Canada having \$10,000 or more of merchandise stock on hand—not merely a rating. Also ALL hardware jobbers direct and most jobbers' salesmen in their own homes and ALL department stores selling hardware and house furnishings receive **HARDWARE DEALERS' MAGAZINE**.

Hardware Dealers' Magazine

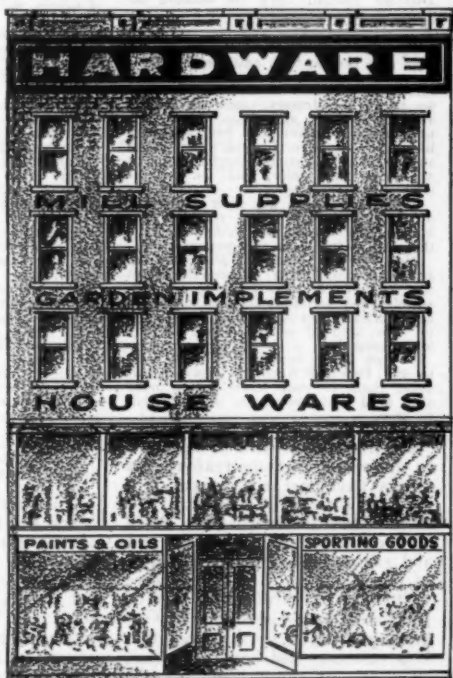
370 Seventh Ave., NEW YORK

Hardware Business is CONCENTRATED

than \$10,000 merchandise stock, and department stores



Comparative volume of business done by 20,244 stores of \$10,000 or more of merchandise stock and 22,407 stores of less than \$10,000 of merchandise stock.



WILLIAM H. ENGLAND, Advertising Manager

Carl A. Morton, New England Mgr., 734 Old South Bldg., Boston, Mass.
George F. Williams, Special Representative, 7247 Ogontz Ave., Philadelphia, Pa.
G. R. Wilson, Central Western Mgr., 315 Williamson Bldg., Cleveland, Ohio.
Lee L. Spach, Western Mgr., 1359 Peoples Gas Bldg., Chicago, Ill.
Cupit & Birch, Representatives, 317 Kohl Bldg., San Francisco, Cal.

rs Magazine

25,000 CIRCULATION
Every Issue Guaranteed

also publishers of AMERICAN EXPORTER

opportunity to wear these lovely things.

Sincerely yours,

To
Mrs. Blank,
Blankville, New York.

While I said before that we did not, in these letters, bid for replies, we did not hesitate to suggest that if the customer, especially women, could not visit the store, she could have articles sent to her through our Personal Shopping Bureau. For example, the following letter shows how we invited women to communicate with this Bureau should they be unable to come to the store:

For the next eight weeks or so we shall see, dream, talk, and wear tweeds. Just look casually about you even at this early autumn date and you will see tweed for dresses, coats, ensembles, and even shoes and bags. And you need not be afraid that you will look like every one else, for the nicest thing about this fabric is its unending variety of design and color, and its general adaptability.

When you have got over the thrill of the designs and colors you will still have a few "Ohs" and "Ahs" left for the utter softness of the material itself.

Now having given you due warning, a visit to this house will convince you that our tweed dresses, coats, and ensembles are veritable classics in design and workmanship—terribly smart things to wear, and of course, a perfect joy to be seen in.

If you can't come in, a note sent to our Personal Shopping Bureau will bring them to your house. You need only send back those you do not wish to keep.

By this time it will be apparent to the reader that one reason these letters have met with some measure of success is that many of them describe merchandise in a way calculated to arouse interest and excite curiosity. At the start of this work, our first letters were written on a careful analysis of purchases previously made. Our guiding thought in this was that if a customer had bought a dress, or a pair of shoes, some mention of dresses or shoes in a letter to her would be more likely to interest her than if we talked about merchandise she had never purchased from us, according to our records. But after the first letter, we did not limit ourselves in this way, and discussed anything which we thought would be interesting to the prospect.

On that much debated question of short versus long letters, I think it will be interesting to note that we have made no effort to write short letters. Some of our letters are rather long, as sales letters go, and we know from the response to them that they have been read with interest and have led to purchases. For instance, one of our most resultful letters was the following:

The seasons crowd one upon the other so quickly that I scarcely get one letter out to you about fall fashions when it occurs to me that I must tell Mrs. Blank about our new dresses for the winter season.

So, living only to tell you the latest style news, I rush down to the fifth floor to take notes on the most stunning formal dresses ever exhibited to my always credulous eyes—imports, of course, and copies so successfully done that they defy the scrutiny of the originator himself.

Perennial black is still good for afternoons, but how different this year trimmed in color, especially in the new sulphur green. And for evening old ivory satin is the newest thing and lovely—while the little chiffon cocktail jacket to match your dinner dress is the latest conceit and terribly smart.

Generally speaking high colors are in vogue—reds, purples and greens—and smartest when worn with a coat of contrasting color. Tweeds are still good, but I suspect wool-crepe and fine jersey will be given preference under fur coats.

Briefly, Mrs. Blank, I am quite delirious over these new things and I should love to have you see them. My pet obsession being the desire to give every smart woman the opportunity to wear these lovely dresses.

P. S. Please address all correspondence to Mary Brett-Hale.

The introduction of the name, Mary Brett-Hale, in the postscript of the foregoing letter is a device which we have introduced into our more recent letters to make our letters to women more personal and to help us in checking returns. Mary Brett-Hale is, of course, a fictitious character, and from results already observed, has attracted favorable attention, and, if anything, has intensified the interest of those written to. At least many sales people report that customers have inquired for Mary Brett-Hale or have mentioned that a letter was received from her.

Up to the time this is being written, we have completed our fourth mailing. No further tabulation of

Are You Buying Acreage of Newsprint, or Are You Buying Readers?

By R. F. R. HUNTSMAN

The other day, an advertiser asked me how the circulation of *The Bronx Home News* kept pace with the amazing building growth in the Bronx.

He wanted to know how quickly our judicious sampling for circulation, and thorough canvassing among these newcomers in the Bronx, registered as "A.B.C." newspaper circulation.

He said: "People generally want to buy new furniture and furnishings, and a lot of other things, when they move into a new home. That's why I want to reach them at the exact time I know they are prospects for my goods."

So, I asked our Circulation Manager to give me an instance which would demonstrate the facts sought by this man, who wanted to reach new-comers in the Bronx.

The following interesting exhibit was sent back to me in about half an hour.

"Records of the Bronx Building Department show that on March 22, 1928, plans were filed for the new apartment house at 1964 Lurting Avenue, in the Van Nest section.

"Apartments were offered at rentals of \$50 a month for three rooms, and \$60 a month for four rooms.

"Tenants began moving in on October 1st last, and that same day the *Bronx Home News* carrier served sample copies of this newspaper to the new tenants, delivering

the paper free of charge for one week, thereafter soliciting regular subscriptions.

"On October 10th, ten families had taken up residence in this apartment house, of whom six became permanent subscribers.

"Today, the house is fully occupied by twenty-one families, of whom fourteen are now regular *Home News* subscribers. Our carrier has yet to interview four of the families for their subscriptions, and he feels confident that he will secure these. Only three families have refused to subscribe so far."

People who pay from \$600 to \$720 per year for rent are buyers of pretty much of everything the American family needs.

Here they are in a compact territory, plentifully supplied by retail stores of every description. Practically all reading the *one* newspaper local to this community—the *Bronx Home News*.

Here is soil to be cultivated by any advertiser.

Are you buying acreage of news-print in Greater New York, or are you buying readers of your advertising.

If you want readers—and who does not?—here they are.

R. F. R. Huntsman, Inc.

Woolworth Tower, N. Y.

National Representative

"The Home News"



ONE OF
A PAIR OF ANDIRONS
SOLD AT AUCTION
FOR \$1,800

Chiseled *cuivre doré* andirons of the
Louis XVI Period purchased by
Henry Symonds at the sale of the
collection of the late Judge Elbert
H. Gary.

Where there is Interest in the
FINE ARTS *there is BIG BUSINESS*

THE readers of INTERNATIONAL STUDIO are big buyers and influential buyers, and what they buy is governed entirely by value rather than price. INTERNATIONAL STUDIO has an A.B.C. circulation of over 14,000, which is a large circulation when measured by the purchasing power it represents. A circulation numerically twice as large and costing the advertiser twice as much would be worth literally nothing by comparison unless composed of carefully picked readers who are interested in the Arts. Not how many, but how many who purchase, is the concern of all advertisers who have articles of exceptional quality to sell.

INTERNATIONAL STUDIO

(Associated with The CONNOISSEUR)

57th Street at 8th Avenue, New York

CHICAGO - 25 North Dearborn Street
BOSTON - - 5 Winthrop Square
SAN FRANCISCO - 822 Kohl Building

sales results has been made since this was sent out to see what our sales have been to date.

Periodically, we make a report of progress on this work. Among the items noted on this report, in addition to amount of sales, are dates of latest purchase, name of department visited, number of visits made to store, and similar information.

Europe Is Becoming Americanized

A NUMBER of the outstanding features of the European situation were described at a recent meeting of the Export Managers Club of New York, held at the Hotel Pennsylvania, by E. B. Filsinger, vice-president in charge of sales of the Royal Baking Powder Company and president of the club. As a result of his observations extending over a period of six months during which he visited twelve European countries, Mr. Filsinger outlined these features as follows:

1. The growth of nationalism and an increased effort on the part of European manufacturers to get their own countries to buy home-made goods.

2. The changing habits of the European people as marked by their reacting favorably to the introduction of breakfast foods and their greater consumption of salads, grapefruit and other products used little heretofore.

3. An increasing prosperity in certain countries.

4. The influence of the automobile and the intense sales campaigns of American automobile manufacturers.

5. The growth of advertising. Automobile advertising is outstanding. One thing the European will hand us the palm for is our advertising.

6. An increased development in the growth of advertising agencies and American advertising agency branch offices has taken place in the last few years. The practices of the American advertising agency are being copied extensively by the Europeans.

7. A great number of American manufacturers are establishing branch offices in foreign countries.

8. The co-operative society and "housewives club" movements are increasing their influence.

9. A great process of Americanization is taking place, embracing everything from jazz to sales methods.

10. Growth of the use of air planes for mail and goods.

11. Increased use of radio and long distance telephoning.

12. The work of the Bureau of Foreign and Domestic Commerce being done to aid American manufacturers.

E. F. Hauserman Company Advances G. M. Davis

G. M. Davis, for the last four years in charge of advertising and sales promotion of The E. F. Hauserman Company, Cleveland, manufacturer of Hauserman movable steel partitions, has been appointed assistant to the president. In his new position, Mr. Davis' duties will consist chiefly in sales organization work and in co-ordinating sales promotion, advertising and sales at the Hauserman direct factory branches. Mr. Davis was for eight years advertising manager of the Perfection Stove Company.

Heads Empire Outdoor Advertising Company

Joe Gore has been elected president of the Empire Outdoor Advertising Company, which, at the first of this year, took over the business once owned by the W. J. Hall Company and, more recently, operated under the name of the Frazier-Wilson Company, of Buffalo. Mr. Gore retains his connection with the Rochester Smelting and Refining Corporation in addition to his duties with the Empire company.

New Accounts for Tyson Agency

Ruths Steam Storage, Inc., manufacturer of power plant equipment, and the American Meat Tenderer Corporation, maker of a portable electric machine for increasing the tenderness of meat, both of New York, have placed their advertising accounts with O. S. Tyson and Company, Inc., New York advertising agency.

Dates Set for Ohio Newspaper Meetings

The Buckeye Press and the Ohio Newspaper Association will hold their annual meetings at Columbus on January 31 and February 1. These meetings will be preceded on January 28 and 29 by a meeting of members of the Ohio Associated Dailies and the Select List of Ohio Dailies.

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The Boston Evening Transcript

steps into its 100th year

with new high records

in Advertising

The history of the Boston Evening Transcript has paralleled the history of America—a history of continuing growth in power and influence. For example, in 1928 the Boston Transcript carried 970,785 lines of Financial Advertising—the greatest total ever attained—and a gain of well over 60,000 lines for the year.

In Total Display Advertising the Boston Transcript gained 354,894 lines—by far the greatest gain of any Boston paper, including Sunday editions.

In Total National Advertising the Transcript carried 2,529,375 lines—over a million lines more than the next strictly evening paper.

In Classified Advertising the Boston Transcript carried 2,273,188 lines—outdistancing all other six-day papers.

Boston Evening Transcript

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

Sail into the "New *with* **OFFSET** **LITHOGRAPHY**

A MORE picture in your advertising is a thing. A gripping offset reproduction of another. The difference between the attraction, interest, and conviction. With the "new picture era," offset has come into its own. There are so many unique and striking effects that this form of reproduction is employed.

CALL IN AN OFFSET SALESMAN

Sail into the "new picture era" with him. Show you his sample book. Phone the Lithographer nearest you operating offset presses.

Published in the interests of More Effective Advertising by the Harris-Seybold-Potter Company, Cleveland, Ohio, manufacturers of

HARRIS
offset presses

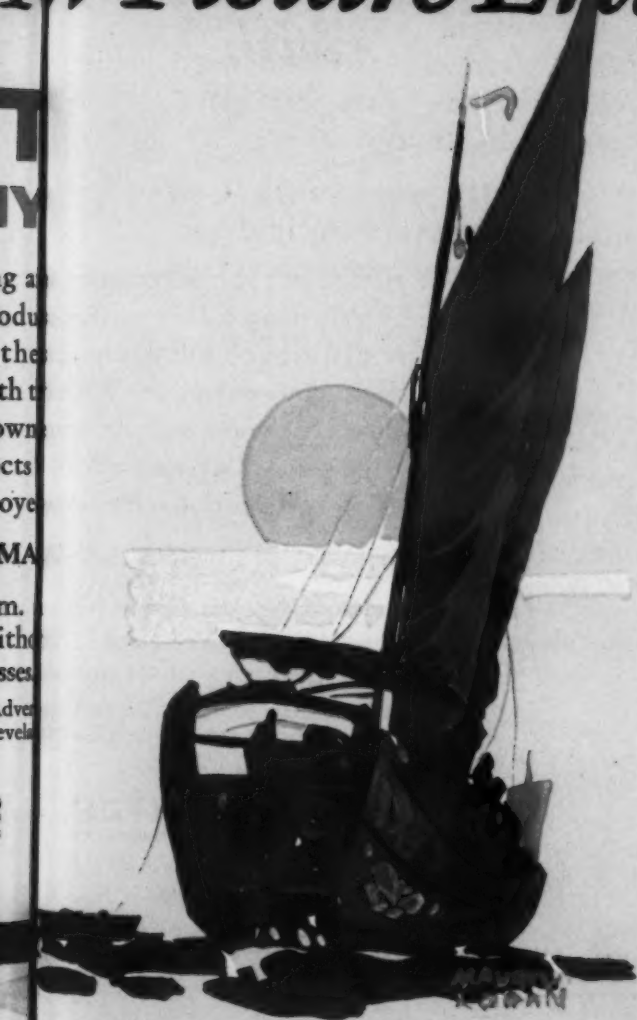
POTTER
offset presses

Lithography
Advertising that follows through to sales

ART SUBJECT COURTESY OF DOLLAR STEAMSHIP LINE

"New Picture Era"

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PRODUCED ON A HARRIS OFFSET PRESS

Men high in the business and professional world voluntarily subscribe to and read B'nai B'rith—The National Jewish Monthly.

Practically every big and successful man who is interested in Jewish activities naturally turns to The National Jewish Monthly for his vital interests.

You can reach this vast market and these men—also their families—through this magazine.

Total Distribution

69,916 A. B. C.

\$300 per page

B'nai B'rith Magazine

*The National Jewish
Monthly*

40 Electric Building, Cincinnati, Ohio

DWIGHT H. EARLY
100 N. La Salle Street
Chicago, Ill.

OSCAR R. GOTTFRIED
11 W. 42nd Street
New York, N. Y.

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The Trade Commission Becomes a 100-Per-Center

It Declares That Castile Soap May Be So Termed Only When It Contains 100 Per Cent Olive Oil

IF you were to stop off at your local store, on the way home this evening, and purchase a bar of Castile soap, would you have any very clear idea regarding the ingredients from which that bar of soap ought to be made? And, if you were to ask some of the women folk this evening what, in their opinion, Castile soap is made from, do you think they would have a very clear notion and that this idea of its ingredients would be strikingly similar among all of them?

That first question you have probably already answered for yourself. As for the second, it might be interesting to put the query to the women folk and then check their answers with a late decision of the Federal Trade Commission. In this decision, which consists of a cease and desist order against James S. Kirk & Company, that manufacturer is directed to refrain from applying the term "Castile" to any soap which does not consist of 100 per cent olive oil. The Commission has declared that a soap may not be called "Castile" even though it is made of 90 per cent olive oil and 10 per cent coconut or other oils. In other words, this is a case of 100 per cent or nothing.

Apparently, though, the decision was not the result of 100 per cent harmony among the members of the Commission. This is indicated by the fact that a dissenting opinion was issued by Commissioner Humphrey and that this dissenting opinion was answered in a special statement issued by Abram F. Myers, whose resignation as chairman of the Commission has not yet taken effect.

In his dissenting opinion, Mr. Humphrey declared that the Commission's trial examiner, who, to quote Mr. Humphrey, "ought to have a better understanding of this case and especially of the evidence

than anyone else," had found that for seventy years in this country it has been the general custom for all manufacturers of soap to use in Castile soap fats or oils other than strictly olive oil. In fact, the trial examiner declared that *there is no evidence whatever* that a soap called "Castile" has been made in this country for toilet and general household purposes that used olive oil as its sole fat or oil ingredient.

Furthermore, Mr. Humphrey points out that Webster's New International Dictionary, which he says is universally regarded as high authority, if not of the highest, in the courts of this country, gives the following definition of Castile soap: "A kind of fine, hard, white, or mottled soap, made from olive oil, *sometimes with added coconut oil; also any soap imitating it.*"

Finally, Mr. Humphrey claims that the Bureau of Standards, the Treasury Department, and the Customs Court of Appeals, have all declared that Castile soap does not mean soap made exclusively of olive oil. He then goes on to say:

"I want to register my protest at the way in which this case was conducted. About a thousand witnesses from all walks of life were permitted to testify as to whether the use of the word 'Castile' when applied to a soap not made exclusively of olive oil had the tendency to deceive the public. I do not believe that such evidence was competent under any circumstances. I do not believe men and women from all classes can qualify as 'experts on deception.' Even admitted that they could, this piling up of cumulative testimony is an inexcusable outrage on the public. If this was competent testimony there certainly could be a sufficient number of people found in Washington, a city of average intelligence, who know what the words 'Castile soap'

mean, without going elsewhere. . . . About 700 were subpoenaed to testify in Spokane. What justification can there be for such performances?"

In reply to Mr. Humphrey's remarks concerning the manner of taking testimony, Mr. Myers said: "The strictures of the dissenting member are directed to a course pursued at a time when the trial staff was not under its present competent direction. It should be noted that the dissenting commissioner voted against the present chief counsel who has done so much to remedy the conditions of which complaint is now made."

However, leaving this matter of internal harmony in the Commission—or rather its absence—the decision would appear to be an important one for the simple reason that it is concerned with trade terms—a problem with which so many industries must contend. It is only natural that, as various industries develop, there should be an accompanying development of trade term usage which, because of lack of control, has led to a group of trade terms which are rather loosely employed.

A splendid example of this is to be found in the leather industry. This industry is almost as old as mankind. Certainly some of its terms are as old as language. Consequently, it has developed that some of these terms have been so loosely or incorrectly applied throughout the ages that occasionally they are used to designate leathers entirely different from those they were originally meant to designate. To clear up this situation, the Tanners' Council of America compiled and published last year a Dictionary of Leather Terminology. It contains 133 definitions of leather terms and is designed to eliminate all ambiguity in the use of trade terms in that industry.

But what might the Trade Commission decide, were it to apply the same reasoning followed in this Castile soap decision to certain leather terms? For instance, suppose the Commission were to ask 1,000 people picked at random what they thought is meant by

Morocco leather. Isn't it likely that the majority of answers would be "leather imported from Morocco?" Again, Cordovan leather gets its name from Cordova, Spain—the same country, by the way, from which Castile soap got its name. Yet, the Tanners' Council has ruled that Cordovan leather may be made anywhere so long as the raw material is horsehide. Would the Trade Commission agree with that ruling?

Because the origin of trade terms is so frequently buried in antiquity, and because they have so become a matter of habit with the industry that uses them, it would seem as though this Castile soap order might become almost a serious matter if the Commission intends to apply the same reasoning to other products. However, it may be that the Commission's order will be appealed to the proper Federal court. In that event, judging by the past record of the Commission in court cases, the chances are about four to one that the Commission will be overruled.

Agencies Organize Co-operatively as Lynn Ellis Group

Lynn Ellis, Inc., San Francisco, opened for three years as a consulting and publishing business, enters into the advertising agency field with the organization of the Lynn Ellis Group. This group is self-described as "a co-operative network of advertising agencies."

Membership, it is explained, is limited to certain of Lynn Ellis' former customers and consulting clients. Plans are being laid for a group convention for the purpose of discussing and strengthening the operation program.

The agency members of the group to date include: James Fisher Co. Ltd., Toronto and Montreal; Wilson & Bristol, New York; Oswald Advertising Agency, Philadelphia; Burton Bigelow, Inc., Buffalo; Lee E. Donnelley Company, Cleveland, and Hurja, Chase and Hooker, Inc., Chicago; Henry E. Millar Company, Los Angeles; Long Advertising Service, San Jose, Calif.; Mathews, Ryder and Ingram, Oakland; Lynn Ellis, Inc., San Francisco, and Adshedd-Rose Publicity, Ltd., Sydney, Australia.

Appoints Churchill-Hall Agency

The K. A. Hughes Company, Boston, has placed its advertising account with Churchill-Hall, Inc., New York advertising agency. Newspapers, magazines and farm papers are being used.

Going abroad

or (???) will the

See America first

railroad

We present for your thoughtful consideration

The Quality Three

reaching

350,000 homes

housing over one million people

at

a ridiculous low rate

THE QUALITY THREE

ATLANTIC - HARPER - BROS.

ATLANTIC HARPER BROS.

NEW YORK

No Price Haggling with This Advertised Line

Aladdin Lamp Salesmen Therefore Have More Time to Devote to Real Selling

By O. Sacksteder, Jr.

General Manager, Aladdin Manufacturing Co.

NATIONAL advertising obviates the necessity of salesmen haggling over prices. This is one of the most important phases of national advertising and one of the biggest reasons why any manufacturer of a worthy product should tell the buyers about it in a national way.

It goes without saying that a line that will not sell without advertising will not sell with it. It is the line of merit—the one that will sell without advertising—that should be advertised and sold in a big way, in order to reduce costs and give the manufacturer the distribution that he is entitled to on such a product. Thus it is that ninety-nine times out of 100 a line that is advertised is standardized and a standardized line is not only uniform as to quality but also as to price. The better product, well advertised, and sold at a fair price, is so standardized that all haggling over prices is obviated entirely, or at least is lessened considerably for the salesmen.

While this may not necessarily be so, as far as retail prices to the consumer are concerned, it is so, or should be at least, as far as the price is concerned that the manufacturer offers the retailer. The price to the consumer may and often does vary, largely due to differences in cost of freight, overhead expenses and the desire for profit on the part of each individual retailer.

Advertising has the effect of making it possible for a salesman to sell more rapidly because he doesn't have to bargain about his prices. This writer, in selling large bills of Aladdin Lamps, has had the customer start in to bargain on prices and the suggestion has successfully been met by sim-

ply saying that our line is nationally advertised and sold at fixed prices which no one short of the board of directors has any authority to change.

This has in every case entirely eliminated any question of prices other than those originally stated and left the question entirely up to the merit of the product and salesmanship. It is my opinion that if there were more buying done on the merit of the product and not on price alone our homes would be equipped with much better equipment than they are at present—but this is a bit off the subject.

The salesmen of companies which nationally advertise are not confronted with the necessity of elaborately entertaining buyers at their or the company's expense. They do not have to offer inducements of this sort, which oftentimes are made in order to counterbalance the fact that the standing of the line itself is not sufficient inducement to offer the buyer.

No manufacturer will, as a rule, nationally advertise a product unless it is right and unless he is in a position to sell it at the lowest possible price that is fair to himself. The two principal reasons for this are, first, that if he made a product that was not right, he would only be wasting his money in advertising, and, second, because if his price were too high he would only be inviting competition to advertise and in a short time would find himself high and dry, with a liability rather than an asset in national advertising.

The American Grocery Specialty Manufacturers' Association, New York, has changed its name to the American Grocery Manufacturers' Association.

Worcester, Massachusetts

Over 100,000 for Two Years

Fluctuating circulations usually contain a proportion of subscribers who are not wholly satisfied with the newspaper—who do not have entire confidence in it.

Circulations which have been maintained over a sufficient period have eliminated these and have established full confidence and satisfaction with the readers.

Since January 1st, 1927, the net paid circulation of The Telegram-Gazette has exceeded 100,000 for each three months period.

Further proof of the satisfaction of readers and their confidence lies in the fact that, at the same subscription price, The Telegram-Gazette sells more than three times as many copies each day as does any other Worcester newspaper.

Not a dozen newspapers in the country, in competitive fields, so nearly cover every newspaper reader in their communities as does The Telegram-Gazette in this large, prosperous Worcester territory.

204,000 City population

206,000 Suburban population

(18 mile average radius)

Total circulation	100,288
Circulation within 18 miles of center of city	90,015
Circulation within 25 miles of center of city	96,813

No other media reaches this territory as completely or economically.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

A new form of manufacturer-dealer co-operation

You can now list the names, addresses and telephone numbers of your dealers . . . under the name and trade-mark of your product . . . in classified telephone directories, for the instant reference of 12,000,000 Bell System subscribers.

You want consumers to know certain things about your product or service.

You want them to know *why* to buy it—its purpose, price, quality, utility, distinctive feature, etc. This can be accomplished by advertising and salesmanship.

And you want them to know *where* to buy it.

Now, as never before—through a new Bell System

directory service supplementing your advertising—you can direct consumers instantly to whichever of your retail outlets is most convenient for them.

In classified telephone directories, distributed to more than 12,000,000 Bell System subscribers in the United States and Canada, you can now list the names, addresses and telephone numbers of your dealers *under the name and trade-mark of your product or service.*

This direct tie-up places in the homes and offices of millions of potential buyers a permanent, constantly available record of your dealers.

The importance of this service, both to you and your dealers, can hardly be over-emphasized. It completes the cycle of distribution.

Manufacturers seeking more effective forms of dealer co-operation are welcoming this new "Where to Buy It" feature. The public has long been familiar with the value of classified telephone directories. In them for many years business telephone subscribers have been listed, under classifications of



Persons interested in your product can instantly find where it is sold.

"WHERE TO BUY IT"

Homes—Continued

Stone Institute & Newton Home for
Aged People Nwtn Upper Fth. CEN t Neta-0023
Swedish Congregational Home
100 Twnd. REX bur-4359
Swedish Lutheran Immigrant Home
1st 11 Henry. EAST t Bos-2109-M
Tultha Cuni Home 215 Forest Hls. JAM alca-0723
Trinity Home for the Aged
135 So Hunt. or Bos. REG est-3304
Waterman Home for Old Folks
120 Mt Amb Wat. NEW t Nth-1010
Winchester Home 10 Edn. CHA steo-0242
Winning Home The Waterman. LEX lnta-0574-W
Woburn Home for Aged Women Td Elm
No Woburn. WOB steo-1197-W

Hoover Electric Cleaner

It BEATS
as it swoops
as it cleans

The
HOOVER

"WHERE TO BUY IT"

HOOVER 60 Sales Dept Glenn Bt. WA inst-4158
HOOVER 60 Service Dept Glenn Bt. WA inst-4158

Hose Business

Borden Adrian E 110 High. LID erty-1050
Moore & Kling Inc 235 Purchase. LID erty-3428
Mulconroy Co Inc 85 Purchase. WAN cock-8831
Riedner's Chas Sons Co 10 Jones. MAL den-4700
Penn Flexible Metallic Tapping Co
120 High. LID erty-0878
Snyder M L & Son 223 State. RIC lmond-0493

*Each product is
listed alphabeti-
cally under its
own name, to-
gether with a list
of local dealers.
The column sec-
tion reproduced
here is about
three-quarters ac-
tual size.*

their type of business and the commodities or services sold. The "Where to Buy It" trade-mark feature now makes these directories even more useful buying guides for the communities in which they are issued.

The "Where to Buy It" merchandising service is thoroughly flexible. It can be applied directly to distribution requirements, nationally or sectionally, in metropolitan centers or in rural trading areas. You can list your trade-mark and dealers in all the 6000 towns and cities covered by the directories, or in any selected group! You can list them even in towns where you have no representation, referring buyers to dealers in nearby towns. Whatever your choice, the cost is thoroughly reasonable.

The Bell System is announcing the "Where to Buy It" service to the public nationally and locally, in the directories themselves, and in a series of full-page advertisements in *The Saturday Evening Post* and *The Literary Digest*.

Call the business office of your local Bell company today, to learn how effectively this new feature can be used in your business. Or write the Directory Advertising Manager, American Telephone and Telegraph Company, 195 Broadway, New York City. Advertising agencies are allowed the usual commission.



*Using this service to direct consumers
to their stores is an effective aid for
your dealers.*



**THE NEW SERVICE IN YOUR
CLASSIFIED TELEPHONE DIRECTORY**



Undaunted, Resolute Ledger stands its ground against constant wear and tear,—against rough handling which falls to the lot of ledger paper.

Yet, for all its toughness, Resolute Ledger is pliable, smooth-surfaced—a quality which makes for neat, clear impressions of either machine or handwriting. In the pressroom, too, Resolute Ledger is noted for its easy ruling and printing qualities.

And the price is economical—just another one of Resolute's good features. If you are not already a user of Resolute Ledger, place your order today. Its unfailing service will prove a constant source of satisfaction.

Resolute Ledger

"Note the Tear and Wear as well as the Test"

NEENAH PAPER COMPANY

Neenah, Wisconsin

SUGGESS BOND
OLD COUNCIL TREE BOND
CHIEFTAIN BOND
NEENAH BOND

Check the  Names

GLACIER BOND
STONEWALL LINEN LEDGER
RESOLUTE LEDGER
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



The Orderly Chaos We Call Building

Who Buys the Millions of Pieces of Material That Are Purchased by Someone to Build a Forty-Story Skyscraper?

By Alfred E. Fountain, Jr.

Of Lyddon, Hanford & Kimball, Inc.

AT the corner of Thirty-ninth Street and Seventh Avenue, New York, stands a stately building, its steel structure about twelve stories in the air, its white brick and stone shell a few stories lower. So usual is this sight that tens of thousands of people pass it each day without even a glance. But this building is not going *up*—it is coming *down* before it is six years old.

Walk a few blocks east to Fifth Avenue and you will see a forty-story giant rushing toward completion. A thousand men from hundreds of different trades swarm over it. Endless lines of trucks deliver material from daylight to dark. Watch there awhile. Then look up at the sky piercing shaft above you, compute the vast quantities of materials necessary for its construction and wonder how it could all be delivered in an orderly sequence at the required time so as not to inundate the whole neighborhood. While pondering this problem, if you walk around the corner to the other side of the building you will be amazed to see hundreds of empty trucks drive up and leave for the public dump loaded with refuse material.

Now go with me down the narrow canyon streets of lower Manhattan. A canvas sign fastened on some ramshackle old buildings announces the fact that a giant building is to be erected on the site, to be ready for occupancy on a given date not more than a year away. If you notice the sign and if you think at all you wonder how the thousands of tons of materials, literally millions of pieces, many of them especially designed and made to occupy a special place in the completed building, can be moved to the narrow site, not to

speak of being erected into place. Then to mystify you the more you will probably read in the next Sunday's paper that several large companies have already leased space in the contemplated building which means that they have accepted someone's assurance that miracles will happen and that they are safe in planning for a new home on a certain date.

Not a Mistake

Two months later, if you again visit the site, you will be sure that somewhere there has been a terrible mistake made. There is absolutely no sign of a building being erected unless perhaps it is to be a new kind of building built underground. For nothing but a gigantic hole greets you, swarming with men and littered with all sorts of useless looking second-hand material in endless chaotic confusion. But let me assure you that no mistake has been made and that many things are happening that you don't see. In a Pennsylvania steel mill twenty nearly exhausted draftsmen are working frantically night and day to complete shop drawings for the steel fabricators to work from. A client of my own won't stop to talk about so unimportant a thing as advertising because he and his entire organization are up to their eyes trying to produce the part of the work that they are responsible for. Out in a New Jersey plant I have seen sculptors at work on models for gigantic ornaments that, hundreds of feet in the air, are to dress the exterior of this new building.

Have no fears. This building will be finished in time. That great shambling giant, the building industry, is following what is to him a well-known course—what is to

the layman or even casual student an uncharted labyrinth.

Each year on a larger or smaller scale, the scenes I have just sketched are re-enacted in over 190,000 places from one edge of our country to the other. In cities, in suburbs, in small towns, in wild places, in public parks, a half million people, later referred to as owners, are spending over \$7,000,000,000 for new construction. Seemingly each undertaking starts in a confusion that breeds greater confusion as the work progresses, yet all are completed and most prove satisfactory. It is an amazing situation. I am only sorry that space demands that I paint the picture with so narrow a brush.

What's It All About?

I am certain that some time in your life you have been a part of the crowd of onlookers that is always present when a new building is under construction. Have you ever been able to make head or tail as to what the work is all about? Perhaps if you will look upon each new building as what it really is—a great assembling plant for the work of thousands of men in hundreds of factories—you will get a clearer understanding. Considering a building as an assembly plant may also help you in your comprehension of what is to the layman the greatest of all mysteries—how is the estimated cost of a building ever arrived at? As one more inexplicable condition that meets the student of the building industry, I will quote from an article appearing last May in *The Saturday Evening Post* and written by that master builder, Col. W. A. Starrett. He says: "When an industry ranks among the first two or three in a great industrial nation and no one engaged in it makes a living except indirectly, something is wrong. The answer is that building, while conducted with a high technical efficiency, is, economically, the most disorganized major activity known to modern business, agriculture perhaps excepted." Then thinking of new construction only he adds this important thought: "The customer is

a customer, usually only once in his life. He rarely knows anything of building, and arm in arm with this ignorance walks suspicion. His intention is to keep his eyes open, buy as cheap as he can and, having a contract, to depend upon the building laws, the architect's inspection, the iron-clad plans and specifications, a surety board for completion, and, not least, the fact that he has the money and the whiphand, to force the builder to deliver. Actually he invites the contractor to make what he can."

One could fill this entire book with the seemingly unanswerable mysteries of construction clouded in the confusion of the building industry. Then fill a dozen volumes in the history of the industry showing how these very same problems had been met and answered centuries ago, the answers being part of the heritage of the men trained to build.

But as our interest is more centered on the sale of building materials, rather than their assemblage or erection, we will turn from construction to merchandising and see how that phase of the industry looks. The point I ask you to remember about the construction end of the business is that in spite of the amazing chaos that seems to exist, in spite of the fact that there are few written laws of procedure, in spite of the fact that all is based on tradition, yet all new and untried buildings do get built and are more or less successful in the purpose for which they are built. Common sense tells us that there must be some guiding spirit or method that makes possible the great and beautiful buildings we see everywhere. Does it not seem logical to reason then, that if we can only put our finger exactly on this method and can learn its lesson thoroughly, we can apply what we have learned to the sales and merchandising of building products?

Now suppose we take a quick glance at the numerous and complex problems that face us in our attempt to sell building products on a national scale. For the sake of brevity, I have included under

The Unbiased Facts

Regarding The Cincinnati Market Are Now Available

NINE months were required in the compiling and analyzing of market facts—the most comprehensive and detailed study ever made of the Cincinnati market.

Size of Cincinnati retail market—Over 1,000,000 people.

Size of average family in Metropolitan Cincinnati 3.90 individuals.

Size of average family in the suburban area 3.75 individuals.

Size of average family in the country area 3.73 individuals.

This study, conducted by Emerson B. Knight, Inc. of Indianapolis, Indiana and made under the supervision of the Cincinnati Retail Merchants Association, is now complete. It is a thorough description of the living, reading and buying habits of the families comprising the Cincinnati market.

If you have not received a copy, a letter will bring you one. Know the facts.

The Cincinnati Times Star

Eastern Representative
MARTIN L. MARSH
24 West 40th St.
New York City, N. Y.

Western Representative
KELLOGG M. PATTERSON
904 Union Trust Bldg.
Chicago, Ill.

Copyright 1929

the general head of building products, both structural and decorative materials, and, to a certain degree furniture, rugs and products that are loosely known as decorative.

If you ask the average manufacturer what constitutes his greatest sales problem he will immediately tell you that it is securing proper representation in the field. No manufacturer, no matter what his size or standing, entirely escapes this problem and it is the bane of the company with two or three million dollars annual sale. This trouble is not primarily lack of adequate man-power, but is also due to the fact that many territories will not absorb sufficient goods to pay a good man. The reasons for this may be lack of sufficient preliminary and promotional work, local building slump, local prejudices, local building laws, freight rate handicaps, etc. Given a proved article and proved sales ability, some articles just will not sell profitably in certain sections of this country.

So that when the manufacturer, who has spent a lifetime striving to build a national distribution and knows for a certainty that neither he nor anyone else can accomplish the task, begins to think in terms of national advertising as a sales aid he just can't see how his spotty sales organization and his national advertising are going to function without considerable waste.

Probably right at this point advertising counsel will come into the picture and by research, analysis and persuasion attempt to prove the economics of national advertising. But let the learned counsel beware unless he can thread his way accurately and intelligently through the labyrinth of the entire structure of the building industry. Let him not overlook the mystifying problems of construction; for goods are not sold until they are actually in a building. Let him not overlook the seemingly unsolvable problems of distribution caused by factors too numerous even to mention in this short article. Nor must he forget the mental make-up of his client, the manufac-

turer—that in the very marrow of this individual's bones is the caution and exactness required by the industry. In building nothing can be taken for granted—theories remain theories until they are proved by actual practice.

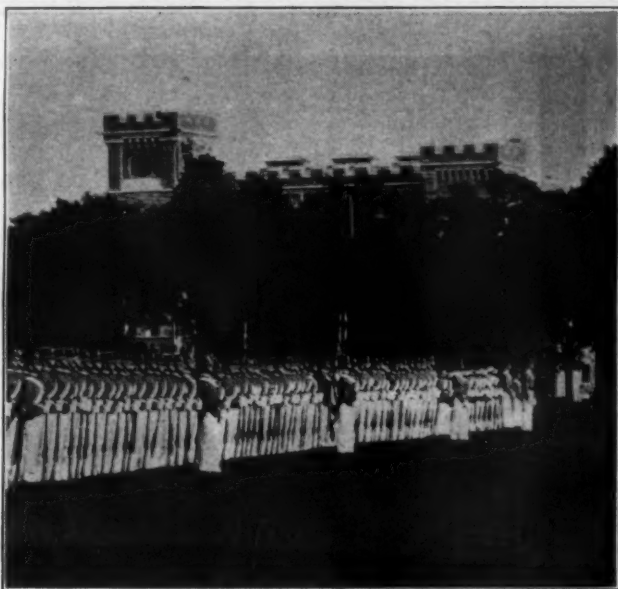
But just as successful buildings rise out of the seeming disorder and chaos of building construction, so do successful sales and advertising structures appear from the mysterious entanglements of building-material distribution.

Scientific Marketing is Needed

It is indeed unfortunate that to date these successful advertising campaigns are so few and far between because of the crying need within the industry for the same kind of scientific management in marketing that has been achieved in the field of production. By successful campaigns I mean those that operate without waste and that are otherwise moulded and vamped to meet the requirements of the man who pays for them rather than made to suit the requirements of the council that prepares them.

The point I want to emphasize here is that in spite of the many mystifying problems of distribution, successful building-material advertising campaigns have, are and will be conducted.

Earlier in this article I said that if we could chart out and make articulate the methods and processes that make building construction successful in spite of its apparent handicaps we could apply the answer to the solution of building-material sales problems. The answer is simple in its statement though perhaps hard of comprehension to the lay mind. It is the complete, the inherent understanding that exists between every factor within the industry from the manufacturer, to the contractor, to the architect. It resolves in a co-ordination of effort that accomplishes results in the face of seemingly unsurmountable difficulties. How it comes about I am not exactly certain. Building is an age-old industry in which people have accumulated more or less expert knowl-



Half of These West Pointers Are Former Scouts

WEST POINT is one of the best military institutes of its kind in the world. Nowhere can be found a finer group of young men. It is significant that half of the Cadets now enrolled are former Scouts.

Young men forming the Scout Movement are the up and coming regular fellows from all sections of our country. There are 625,413 of them. They form their judgments of what they want from interchanging ideas and from reading **BOYS' LIFE**. Advertising in **BOYS' LIFE** reaches an alert, shrewd, receptive audience and is a satisfactory investment.

BOYS' & LIFE

Boston

New York

Chicago

Los Angeles



**Dartnell Service Cabinet in the Sales
Department of F. E. COMPTON AND
COMPANY, Chicago Publishing House**

S. J. Gillfillan, secretary, a ten-year user of the service writes: "Your service is the best, easiest and most efficient way of visiting with other sales managers and finding out what they are doing and how they are doing it . . . From a reference standpoint the Dartnell Service is as necessary to a modern sales manager as a law library is to a lawyer."

**Dartnell Sales Service
is in Constant Use by More than
3,000 Leading Sales Departments**

Features to be Released in JANUARY to Dartnell Subscribers

Three Hundred Veteran Sales Managers tell how they pick Salesmen Who Succeed. Leading questions that throw light on an applicant's capacity for work; his power of observation; his sincerity and staying power; etc. A tested plan for gauging applicant's character and vital qualifications. Tests which can be applied to measure other important qualities essential to selling success. This typewritten report, consists of more than 80 close-written pages.

ROUNDTABLE DISCUSSION by Dartnell subscribers on paying jobbers for advertising space in catalogs—is it a good or a bad thing to do?

BETTER LETTER BULLETIN constructively criticising a sales letter, by applying to it Lincoln's tactics in addressing a jury.

TABLOID NEWS-BULLETIN FOR SALESMEN—filled with interesting pictures designed to make salesmen *think* along creative lines.

SEVERAL UNUSUAL COLLECTION LETTER IDEAS which have been submitted by subscribers as their most effective 1928 letter.

DETAILS OF A "SILVER MINE" SALES STIMULATION PLAN developed by a subscriber which can be used to get salesmen off to a good 1929 start.

A VARIETY OF SALES LETTERS found especially effective by subscribers in opening new accounts, reselling lost customers, etc.

If your company is already a subscriber arrange to have these January features come to your desk and put the ideas to work building sales. One idea might be worth hundreds of dollars to your firm.

If your company is NOT a subscriber we will be glad to send service on trial. If you like it pay \$6.00 a month or return the first month's material and we will cancel the charge without quibbling.

HOME OFFICE
4666 Ravenswood
Ave.,
Chicago



EASTERN OFFICE
420 Lexington Ave.
Room 345
New York City

THE DARTNELL CORPORATION

Also publishers of "Printed Salesmanship" Magazine and Books
and Reports on Sales Management

MODERN TYPOGRAPHY



Beginning with the first issue of the new year, **THE FINANCIAL WORLD** is appearing in new modern dress, in keeping with the spirit of the times. The new format was designed by a typographic specialist who has several other outstanding successes to his credit.

While the dignity of its position as the leading investment and business weekly of America has been maintained, in its new format, **THE FINANCIAL WORLD** is more attractive to the eye, providing the advertiser with still another incentive to use this productive medium with a net paid circulation in excess of 68,000—an exceptional audience of influential, responsive people who are accustomed to the good things of life, and who can afford them.

If you are advertising a product of proved merit appealing to people with above-the-average incomes, your 1929 schedule is not complete without **THE FINANCIAL WORLD**.

A "Get-Acquainted" Copy and Rate Card sent gladly on request

10 Points of Advantage

Quality Circulation with Huge Buying Power.

Profound Reader Interest and Confidence.

10,000 Requests for Investment Guidance Every Month.

Comparatively High Price of \$10.00 per Year.

High Percentage (74.93%) of Subscription Renewals.

1,300% Gain in Circulation in Five Years and Growing every week.

Proved Responsiveness to Advertising.

★ New Format with Modern Typography.

Consistent Renewal of Advertising Contracts Because of Results.

Visibility of Every Advertisement.

The **FINANCIAL WORLD**

America's Investment and Business Weekly

LOUIS GUENTHER, Publisher

53 PARK PLACE, NEW YORK, N. Y.

\$10.00 a year

Established 1902

Member A. B. C.

edge through long periods of time. It is fraught with much of tradition and conservatism. People in the industry are in it because of a temperamental affinity for it. Once in it they absorb its customs and habits and laws until they function with a unity of purpose based on an understanding of one another's problems.

The three factors whose co-ordinated functioning bring order to construction programs are the architect who creates, the contractor who organizes and constructs, and the manufacturer who produces the materials. This triumvirate who often never see each other, follow customs and unwritten laws and produce successful buildings.

Turning to the sales side of our story we find a new line up of three (and sometimes four) factors that control every purchase of material made in the building industry. It consists of owner, architect and contractor, and in some cases the dealer or jobber. No sale of building material is ever made unless one of these three is at the buying end. Therefore as no building is ever built that does not have either an owner, architect or contractor connected with it but usually has all three, it is quite evident that no sale ever will be consummated unless one or all three are sold.*

It therefore becomes immediately apparent that economic advertising calls for a direct appeal to all three of those buying powers. And when you get right down to the job of analyzing how this can best be done you will be amazed at the simplicity and ease of the undertaking. You will find a situation the like of which, I believe, exists in no other industry. You will find that having sold the architect and contractor you have sold not 66⅓ per cent of the purchasing power of the industry but 80 per cent of it.

You will find that you can sell

*The writer fully realizes the importance of the dealer or jobber in the distribution of many lines of building materials but for the sake of brevity and clarity in this article he feels justified in treating him as a sales aid rather than a buying resistance.

these factors without waste of money, time or effort. You will also find that in advertising to the owner, or consumer if you prefer, that he too can in most cases be so analyzed and segregated as to eliminate most of the waste and guess from your effort.

The same precision and orderly sequence that prevails in the construction end of building prevails in its sales end. You will never realize this from standing off and looking at it. From the outside a building is a confused chaos of derricks, trucks, dealers, steam drills, architects, lumber, cement owners, contractors, without head or tail. On the inside you see an orderly cooperation between a group of individuals who know exactly what they are about. And to the seller of building materials the most interesting part of the entire situation is the fact that the three to four billion dollar purchasing power of the industry lies entirely in the hands of a relatively few thousand men.

Appoints Fuller & Smith Agency

The West Penn Power Company, Pittsburgh, operating in more than twelve counties in Western Pennsylvania and including forty-two retail stores, has placed its advertising account with Fuller & Smith, Cleveland advertising agency. Newspapers will be used.

W. J. Hencke with Bettmann-Kleinhauser Korrekt

W. J. Hencke, recently sales promotion manager of the Rothschild Glove Company, Chicago, has joined the Bettmann-Kleinhauser Korrekt Company, St. Louis, clothing manufacturer. He had previously been advertising manager of the Peters Company, St. Louis clothing manufacturer.

J. E. Kelly Joins "The Commercial West"

J. E. Kelly, formerly advertising manager of the *Radio Record*, Minneapolis, has been made advertising manager of *The Commercial West*, of that city.

Appoints Buffalo Agency

The Liberty Dining Car Corporation, Clarence, N. Y., has placed its advertising account with Adams, Hildreth & Davis, Inc., Buffalo, N. Y., advertising agency.

Koch Agency Merged with Freeze-Vogel-Crawford

Freeze-Vogel-Crawford, Inc., Milwaukee, has taken over the Koch Company, advertising agency of Milwaukee. This consolidation follows the merger several months ago of Freeze and Vogel, Inc., and Hannah-Crawford, Inc.

Officers of the company are Chester D. Freeze, president; H. N. Crawford, vice-president; Howard Landgraf, secretary, and Hugo C. Vogel, treasurer and general manager.

Among the members of the Koch staff who are now associated with Freeze-Vogel-Crawford are John Lawler, president of the Koch agency; Garrett De Hues, treasurer, and Clifford Kroening, of the copy staff.

Among the accounts of the Koch agency which are taken over are the Joseph A. Schlitz Beverage Company, Wehr Company, Wisconsin Electric Company, Webster Electric Company, Gridley Dairy Company, Frank Pure Food Company, and the W. B. Conkey Company.

Edward L. Schroeder has joined Lucas-Kanarian, Inc., New York, photography, as a sales representative. He will specialize in sales-photography.

Appoint Simpson-Reilly

The *Chicagoan* and *Polo*, both of Chicago, have appointed Simpson-Reilly, publishers' representative, as their Pacific Coast advertising representative. Simpson-Reilly has been organized by Gordon Simpson, who has represented publications on the Pacific Coast for the last five years, and by Walter Reilly, formerly Pacific Coast manager of *The Literary Digest*. Offices have been opened at Los Angeles and San Francisco.

R. F. Dittmer Joins "Chain Store Review"

R. F. Dittmer, who has been with the Macfadden Publications, New York, has joined *Chain Store Review*. He will cover New York and New Jersey territory. At one time Mr. Dittmer was business manager of E. T. Williams & Associates, Advertising.

Joins Frank Effinger, Inc.

Roger C. Loew has joined the staff of Frank Effinger, Inc., Milwaukee advertising agency. He was formerly with Olson and Enzinger, Inc., Milwaukee.

Chain-Store Sales for 1928

Company	December 1928	December 1927	% Inc.	Year 1928	Year 1927	% Inc.
F. W. Woolworth...	\$45,439,131	\$43,898,427	3.5	\$287,313,687	\$272,748,532	5.3
J. C. Penney Co.....	25,103,925	21,799,521	15.1	176,697,622	151,957,865	16.2
S. S. Kresge.....	24,843,952	23,043,911	7.8	147,363,022	133,765,777	10.1
S. H. Kress.....	11,946,193	11,181,953	6.8	65,054,598	58,059,929	12.0
W. T. Grant.....	10,327,814	8,205,056	25.8	54,985,762	43,324,887	26.9
Safeway Stores	10,055,368	7,606,539	32.0	104,615,824	76,484,749	36.0
McCrory Stores	7,215,955	6,857,307	5.2	41,103,418	39,336,101	4.5
Hartman Corporation ..	4,636,157	4,300,492	7.8	18,431,632	17,678,535	4.2
J. J. Newberry.....	4,461,595	3,233,512	37.9	20,524,729	15,069,158	36.2
Interstate Dept. Stores	3,419,668	2,747,511	24.4	21,613,361	17,965,688	20.3
F. & W. Grand.....	3,387,762	2,266,636	49.4	17,160,872	12,882,457	33.2
McLellan Stores	2,977,081	2,648,759	12.4	13,940,852	11,940,327	16.7
Metropolitan Stores ..	2,773,611	2,346,970	18.1	13,545,753	12,262,174	10.4
Melville Shoe Corp...	2,619,954	2,155,699	21.5	22,436,557	17,799,943	26.0
G. R. Kinney.....	2,603,379	2,582,576	.8	19,237,603	17,667,077	8.8
G. C. Murphy.....	2,449,581	2,063,586	18.7	12,118,187	10,233,507	18.4
Childs Corporation	2,369,168	2,490,415	-4.8	26,381,515	28,806,437	-8.4
Neisner Brothers	2,089,754	1,264,275	65.2	10,289,260	6,452,367	59.4
American Dept. Stores	1,887,407	1,019,231	85.1	13,498,931	9,523,172	41.7
D. Pender Grocery..	1,439,864	1,357,595	6.0	14,521,147	12,599,161	15.2
Peoples Drug Stores ..	1,355,658	927,415	46.1	11,348,645	8,142,241	39.3
I. Silver Bros.....	1,304,989	1,064,796	22.5	6,657,226	5,609,947	18.6
Lane Bryant	1,045,329	862,272	21.2	11,497,922	11,064,531	4.0
Loft, Inc.	909,381	995,439	-9.4	7,263,070	7,862,116	-8.2
Schiff Company	721,333	537,907	34.0	5,364,471	3,839,308	39.7
Davega	703,561	504,516	39.3	4,091,993	3,120,233	31.1
Kinnear Stores	498,578	475,545	4.8	3,309,193	2,986,392	10.8
Berland Shoe	294,893	240,416	22.6	2,587,372	1,938,999	33.4

Woolworth reports that old stores in December showed a decline in sales of \$366,181, from December, 1927. For the year, old stores were responsible for \$1,770,644 of the total gain. The parent Woolworth company closed 1928 with 1,725 stores operating in the United States, Canada and Cuba and 73 under lease to open this year; at the end of 1927, there were 1,581 stores in operation. German subsidiary, not included in figures above, had sales of \$3,919,831 and had 26 stores operating at the end of the year.

J. C. Penney had 1,023 stores in operation at the end of 1928.

Number of Stores in Operation

	End of December 1928	End of December 1927		End of December 1928	End of December 1927
S. S. Kresge.....	506	435	Peoples Drug	82	49
S. H. Kress.....	193	182	Loft	48	43
McLellan Stores.....	150	128	Neisner Brothers	35	22
G. C. Murphy.....	133	111	Hartman Corp.	26	19
Metropolitan	109	91	I. Silver Bros.....	31	22

Banker Influence



The average banker, particularly the banker in a small town, is a figure of considerable importance in his community.

Because of his influence, careful advertisers try to sell him on the value of their products, on their institutions, on their dealer franchises and so on.

Enlist the banker's good will, or his patronage, by advertising in a publication that he reads—

The Burroughs **Clearing House**

Second Blvd. and Burroughs Ave., Detroit

Newspaper Advertising Jumps "Pepper Pot" Sales

The Campbell Soup Company Uses Small Space in Metropolitan New York Newspapers and Brings Its Pepper Pot to Fourth Place in Volume Among Campbell Soups in That Territory

HOW newspaper advertising in the Greater New York area greatly increased the volume of sales of its Pepper Pot Soup is attested by the Campbell Soup Company in an article appearing in its house magazine, "The Optimist," for January, 1929.

The advertising for this interesting old American soup occupied comparatively small size space in daily newspapers circulating in the metropolitan area during the early months of 1928, supplemented by some street-car advertising. Yet in this time, from a comparatively negligible annual sales volume, Pepper Pot now ranks fourth in volume of sales among the company's soups sold in the New York district.

In Philadelphia, the city where this famous old Colonial soup originated, a similar campaign brought Pepper Pot up to third position in sales volume for the company's soups in the Philadelphia district.

The results from newspaper advertising in New York are considered especially remarkable because, up to the start of the advertising, it was realized that New Yorkers were almost entirely unfamiliar with Pepper Pot of any sort or description.

In paying this tribute to advertising the company says:

"Pay heed to this Pepper Pot. This suggestion was made several months ago. We talked of its goodness, its unusualness, the romance of its history. On several occasions we have urged that distributors give it special consideration as a potential volume-sales producer.

"That talk has been profitable to those dealers who took it to heart and acted on it. Today we can

point to definite cases that prove the fulfilment of our forecast. An advertising campaign featuring Pepper Pot in the Philadelphia newspapers was instituted as an experiment. The Quaker City is the home of Pepper Pot, which is linked to its gastronomic history much as are Pralines to that of New Orleans or Terrapin in the traditions of Baltimore. We wanted to see how a public, inured from of old to the Pepper Pot sold by the street venders, and in later years to the dish as it was variously interpreted by a thousand restaurants, would greet this old-time favorite as made by us.

"From the very first it was accorded an overwhelming reception. And today Pepper Pot ranks third in volume among the Campbell's Soups sold in the Philadelphia district.

"Greatly encouraged by the success of this first effort, metropolitan New York was selected as the next market to receive the benefits of intensive Pepper Pot advertising.

"It was realized that New Yorkers were almost entirely unfamiliar with Pepper Pot of any sort or description, and there was at first a very natural feeling that the success of the campaign was problematical, but these doubts were soon dissipated by the avidity with which the New York public accepted this purely and distinctively American Soup.

"Today Pepper Pot ranks fourth in volume of sales among the Campbell's Soups sold in the New York district.

"During the week of January 7th, Pepper Pot newspaper campaigns were launched in Pittsburgh, Pa., and Albany, N. Y. Naturally, the copy will be similar to that which proved so successful in the cases of Philadelphia and New York.

"Evidence of an awakened interest in Pepper Pot in both Pittsburgh and Albany prompted the selection of these districts. Pepper Pot sales possibilities are becoming increasingly apparent to all, and as further interest develops, it is probable that the newspaper activity will be extended."



The trail is blazed .. the highway is marked

In the fast moving metal working industry, new trails are blazed daily and the well-established highways are marked for information, safety and better travel conditions.

It may be that a new idea is evolved in metals, machines or management. Perhaps new knowledge changes old-established practice. The influence of proper design in the making and marketing of products grows daily.

The living news of the trade is recorded in the American Machinist for the men who sit in the high places who must, by virtue of their positions, see everything that may affect their men, plants, machines, equipment—and above all profit.

If you have ideas, materials or products of any kind to sell to these men, place your advertising in the American Machinist.

The American Machinist is a McGraw-Hill Publication issued from Tenth Avenue at 36th Street, New York.

Columbus

OHIO'S GREATEST

Always!

FIRST
in
OHIO
(THE FOURTH STATE)

IN VOLUME of
PAID
ADVERTISING

Dispatch

ATES

HOME DAILY



**21,114,379
lines in 1928**

*—leading the second Ohio
paper by 2,719,969 lines*

COLUMBUS DISPATCH . 21,114,379

Akron Beacon Journal.. 18,394,410

Cleveland Plain Dealer 17,039,138

Dayton News..... 15,610,488

Cincinnati Times Star.. 15,319,872

Toledo Blade..... 15,097,363

National Representatives

O'MARA & ORMSBEE, Inc.

New York, Chicago, Detroit, San Francisco, Los Angeles

**TOTAL NET PAID DAILY
CIRCULATION 116,927**



Show them how it works... use *Photographs*

NO matter how clearly you put it on paper, there are always those who will not understand. Use *photographs!* Show step by step exactly *how* the thing is done. Remember always that photographs dispel doubt and compel confidence. Use photographs and build *believability*.

Get your copy
of this book!

Ask your local commercial photographer for a copy of "How to Use Photographs in Your Business"; or write National Advertising Headquarters, P.A. of A., 136 E. Market St., Indianapolis.



A Jobber Gives Dealers a Complete Plan of Meeting Chain Competition

Chain-Store Success Is Based More on Selling Than on Buying—
Therefore, This Jobber Teaches His Dealers How to Sell

As told to G. A. Nichols by

R. H. Roberts

Manager, Dealers' Service Bureau, Hibbard, Spencer, Bartlett & Co.

WE are in thorough accord with the idea advanced in recent **PRINTERS' INK** articles—notably one by Robert H. Ellis,* president of the Hessig-Ellis Drug Company—that chain-store success is based more on selling than on buying, and that the independent retailer must proceed along this line if he is going to meet chain-store competition successfully. Nevertheless, retail mass buying has an important place in the picture. In an effort to teach the dealer mass buying, and at the same time help him do the right kind of selling, we have adopted what we call a Star Leader plan.

This is a method whereby the hardware dealer stocks merchandise of the general type, although somewhat better in quality than is to be found in the chain store. Then he adopts, and improves on, chain-store methods in advertising and selling this merchandise. We sell it to him at no profit; he in turn sells it at a reduced margin. With the goods, we give him a complete merchandising plan covering every possible detail of advertising and display, having in mind the methods that draw people to the chain store and cause them to buy—and that can work every bit as well for the independent if he will apply them on anything like a sane basis. It is being accepted by our dealers in such numbers, and is used so resultfully, that we really feel we have approached a satisfactory solution to the independent hardware man's chain-store problem.

Why do we lay so much stress here upon mass buying? It is because this kind of buying has to

be done somewhere if the goods are going to be placed in the store at a laid down cost that will make it possible for the dealer to meet or beat chain-store selling prices. And if this thing is going to be done, the jobber and the retailer, to speak plainly, have got to get together on a co-operative basis that will divide the burden with at least an approach to equality.

Why can't the jobber assume the whole responsibility, as he is theoretically supposed to do, and dole out the goods in any quantity at all that the dealer wants to buy? He can, or rather he could, were it not for the inexorable fact that every possible fraction of a penny has to be shaved off of the distribution cost if the retail selling price is going to be what it should be.

An idea of what I am driving at here can be had from an understanding of certain phases of hardware jobbing.

The Average Hardware Order

C. J. Whipple, president of Hibbard, Spencer, Bartlett & Company, in a recent address before the American Hardware Manufacturers' Association, made the somewhat surprising statement that the average-sized order received by hardware jobbers during a certain period was only \$19.65. He declared further that in our company more than 25 per cent of all the items ordered had an extended value of less than \$1. In other words, a large portion of the business the jobber has to handle actually amounts to retail transactions and nothing else—that is, retail in everything but price.

"I maintain," said Mr. Whipple, "that no wholesaler can possibly break even by handling items hav-

* "This Jobber Acts as Sales and Advertising Counsel for Retailers," **PRINTERS' INK** for November 29, 1928, page 57.

ing an extended value of less than \$1. By this I mean that if we sell an article for \$1.50 per dozen, and the average dealer buys in half dozen quantities, the jobber loses money, regardless of his mark-up. No plan of distribution can be economically sound when so great a proportion of transactions are handled without profit.

"We have taken time studies in all our operating departments and know our handling costs on a time basis. There is no guesswork about it, as we pay our clerks according to the number of items they handle. We have discovered that after we have bought and paid for an article, value does not enter into our cost from then on. There is identically the same expense in handling a 25-cent hammer that there is in one that retails for \$2."

Recently one of our buyers went to Mr. Whipple with a fancy lithographed pasteboard box containing a dozen balls of tinsel cord for wrapping holiday packages. The retail price was 5 cents a ball or 60 cents for the entire box. We were to buy it at 30 cents and sell it for 40 cents, making a margin of 25 per cent on our selling price. This looks attractive enough on its face. But the point is that no more than one dealer out of 100 would buy more than one box. And out of the 10 cents gross profit which we would theoretically gain from the sale of that box we would have to pay the way of that order through the order entry department, stockroom, packing room, billing and pricing division, filing department and statistical department. These steps represent only a fraction of our overhead, yet the 10 cent gross was practically all absorbed by them; hence every sale would represent a direct loss. And why? Simply because the sale was too small.

We induced the manufacturer to pack this merchandise one-quarter gross in a box instead of one dozen and then, out of the larger unit sale, we probably made a little money. As a matter of fact, 81/3 per cent margin on the three-dozen package, and 25 per cent margin on the one-dozen package are one and the same thing. This shows

(and of course literally thousands of similar instances could be mentioned) the difference that comes when selling is done in the mass. It disposes of the fallacious argument that the jobber is not fulfilling his function in this matter of chain-store competition when he righteously objects to selling staple merchandise in quantities so small that the transactions represent an actual loss to him.

Why Keep the Jobber?

Why then have the jobber at all? It must be remembered, in answer to this question (as was so ably brought out by Mr. Ellis in his article), that goods have to be distributed no matter whether they are bought by a chain or an independent. The cost of chain-store distribution is substantially the same as that of general retail distribution through the jobber. This is by no means a dogmatic statement. It is a fact that can be proved. But when the retailer through a frenzied desire for turnover, or from an improper understanding, wants to buy in what really means retail quantities, there is an obvious and inevitable drag put on distribution which is a pronounced detriment to everybody concerned. The dealer is thus working directly against his own best interests while honestly believing he is promoting them.

In any number of retail stores a ridiculously anomalous situation is to be seen. The dealer most likely is sadly over-stocked. Yet, unless there is some fancied and usually fictitious inducement advanced in the way of quantity discount, he does not want to buy in large enough units.

In seeking ways to combat this condition and to help the hardware dealer meet chain-store competition on an economic plan, we long since realized that preaching was useless. Mass buying is something that the dealer must be taught by degrees and that he will assimilate gradually if the teaching is done through practical merchandising rather than by theorizing. We believe our Star Leader plan opens the way to this consummation as well as providing workable means of meeting

the chain store on its own ground.

Under the Star Leader plan, we put at the disposal of our dealers a large assortment of no-profit items to be sold at 10 cents, 25 cents, 50 cents and \$1. These items take in a long range of merchandise commonly to be seen in a chain store and which belong in a hardware store. Some of the 10-cent items, for example, are these: Glass cutters, towel racks, dish mops, ice picks, toasters and egg beaters. Among the 25-cent goods are to be found pudding pans, mixing bowls, hack saws, pliers, fruit presses and wrenches. The 50-cent line takes in items such as aluminum double boilers, pipe wrenches, saws, hammers and aluminum percolators. In the \$1 range are to be found kitchen scales, spading forks, electric toasters and cold blast lanterns.

All this merchandise, in original packages, is stocked in our shipping room and thus the cost of handling and filling orders is reduced to the absolute minimum. It is of a good and substantial grade (trash is expensive at any price) but not up to the standard of the regular stock to be found in our warehouse or on the dealers' shelves. It is chain-store merchandise and we sell it to our dealers as cheaply as the chain wholesale house sells it to the local stores. (Some dealers do not understand that chain systems require chain wholesale houses.)

In selling these goods to the retailer we make it plain to him that they are to be used to attract trade that otherwise might go to a chain store. Therefore, he must agree to advertise and display them in the manner we direct, and sell them at a reduced margin. Moreover, he must buy them in standard packages containing reasonable quantities.

The purpose we have in mind in selling the dealer these goods is that he shall use them to create, or at least be the basis for, a popular-priced department in his store. They are to be displayed not on shelves, but on tables in the center of the store where people may see and handle them. They are to have plenty of price tickets so the

selling may be automatic, as it is in the chain store. The dealer, of course, must supplement this special assortment by adding to it a large number of articles out of his regular stock which properly belong in the lower-priced classification. On these latter articles he may expect to gain his usual percentage of profit. Thus the net outcome of the entire transaction to him, if properly handled, probably will be a nominal profit; in any event, there will be no loss incurred. But he is not after direct profit. What he wants is to bring people into his store and to show them that he can serve them not only in the chain-store merchandise, but in the higher-priced lines as well.

We especially instruct our dealers never to recommend, offer or in any sense "sell" this chain-store class of merchandise. If the price and display will not sell it, all the conversation in the world will not. Furthermore, if the customer herself picks it out, she will keep it.

Full Profit Impossible on Every Item

To get this idea thoroughly into the consciousness of the dealer it is necessary for us to demonstrate to him the real A B C's of making a profit. This is to say, he must realize, just as was stated by C. E. Wittmac, sales manager of the Oshkosh Overall Company in the December 27 issue of **PRINTERS' INK***, that he cannot expect to make his usual percentage of net profit on every item he sells. Some articles necessarily must be sold at no profit, or even at a loss; while others may yield a fair, or even fancy, profit. What he is after is a fair average net, and this is the only way he can gain it. But we tell him that the primary requisite of getting such a profit is to devote some serious merchandising attention to the low-profit or no-profit lines, rather than merely have them in his stock because he must, and draw them out of their hiding places if people see fit to call for them. In other

*"We Tell Our Dealers: 'Sell Our Goods at No Profit,'" page 3.



No Papers on the Desks —Except a Blotter

Only the desk blotter and the small blotter are given this preferred position on the desks of many busy executives. The blotter is the indispensable companion of people who decide things—who write out the orders.

Have a real message—dramatize it well—and the blotter keeps flashing it—again and again and again. It gives more mental impressions from each printing impression. It is a miniature poster that faces the buyer all day.

When you plan a blotter campaign, give careful attention to the paper-stock for not all blottings have the high absorbency that Standard Blottings possess. They are made in Richmond's James River Basin where many manufacturing advantages exist.

Day and night some of these giant machines make nothing but blotting. Three eight-hour shifts work 51 weeks in the year. Uniformity of surface and color results.

The product is constantly tested—its absorbent qualities measured in the laboratory.

There are various grades and finishes of Standard Blottings to meet every need of printing or lithography—distributed by about as representative a group of paper-wholesalers as any manufacturer could possibly hope for. Aren't these enough reasons to cause you to specify

Ink-Thirsty
**Standard
Blottings**

STANDARD PAPER MANUFACTURING CO., RICHMOND, VA.

the Mid-West's New Advertising Capitol

Occupancy April 1, 1929

The advertising business is never static. It moves—mentally and geographically. To advertising progressiveness has been largely due the building development around the Boulevard Bridge in Chicago.

But now Chicago's advertising center is again shifting. Northward to quieter streets, clearer skies, more pleasant surroundings. Northward to the curving shore line of Lake Michigan where, at Michigan Avenue and Walton Place, is now being erected the 37 story Palmolive Building, lofty monarch of Chicago's Near North Side, visible all over the city, destined to become world-famous as an address.

Already a leader among agencies, several great national advertisers and famous publishing houses have reserved space in this, Chicago's finest commercial structure.

The finger of destiny marks this as the new center of advertising activity. Agencies, representatives, artists and others who can vision the value of keeping in the vanguard of this swift moving business will do well to investigate the practical advantages of this building now.

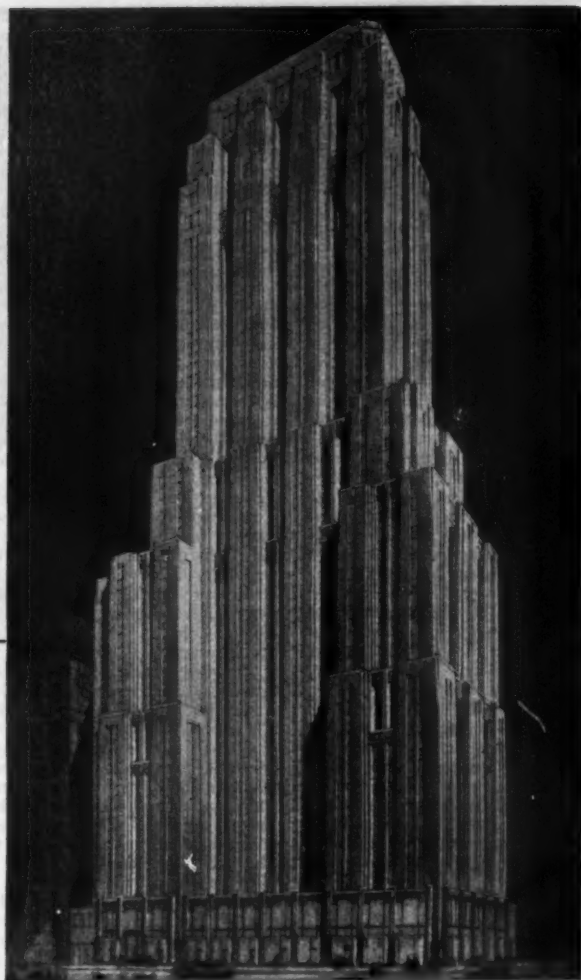
PALMOLIVE

919 North Michigan

“WHERE MICHIGAN AVENUE

ROSS & BROWNE

80 East Jackson Boulevard



BUILDING

Avenue and Walton Place

BECOMES LAKE SHORE DRIVE''

Renting and Managing Agents

Chicago • Wabash 1052

words, every item in the stock must be displayed and priced if people are going to be drawn to the store in anything like sufficient numbers.

Every item in this special merchandising scheme is of an unusual value, even though it is of competition grade. If the goods are advertised and sold at the retail prices we indicate, the independent dealer can give to his store the same price atmosphere that is the main stock in trade of the chain store, and by this very act place a powerful selling impetus behind his regular lines. By sorting the specials among his regular goods, the independent gets a great amount of price advertising from them and realizes his profit from the sale of the regular merchandise displayed at the same time.

The proposition is special all the way through. As I have already related, the goods in their original packages are in our packing room and are not handled in the regular way. Star leaders are sold only in lots of \$50 or more, and no orders are accepted for a smaller quantity. If the dealer makes his entire selection from 10-cent items he can order no less than two gross. In 25-cent items he must order at least one gross; in 50-cent items one-half gross, and in \$1 items one-quarter gross. Two or more groups may be combined to make the minimum \$50. The order must be entered on a special form, and the terms are net cash. F. O. B. Chicago. The merchandise is not guaranteed in any way and is not subject to return.

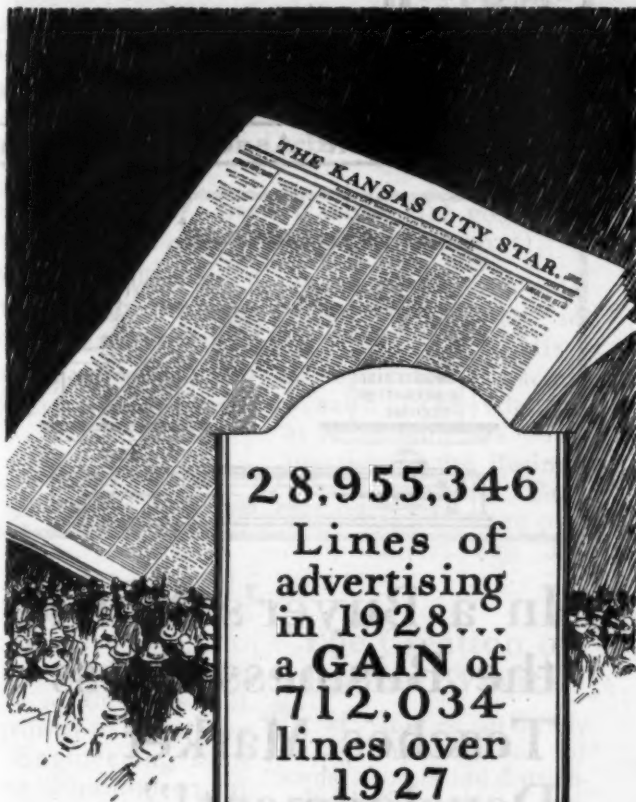
Free Dealer Helps

With each order we include, without charge, a supply of printed price cards and plenty of pennants for window decoration. At a nominal cost to the dealer, we send him circulars and handbills with which he can advertise his new department. For 500 large circulars, printed in two colors, we charge him \$7.25. For 1,000 circulars the charge is \$9.50. In making up the circulars we use electrotypes containing actual illustrations of the goods, and with the selling price prominently displayed in each.

These cannot be changed in any way. The dealer is given a small catalog containing electrotypes of all the specials we offer. He can choose from these enough to fill the circular, and his name is imprinted. If he wants to use any of the illustrations in his newspaper advertising, mats are supplied him at a minimum charge of 3 cents each. If he wants to use the electros for this purpose he can buy them from us at 15 cents each.

Some rather inspiring results among some of our more progressive dealers are to be seen from the workings of this plan. They order an assortment of special merchandise, display it on tables in the center of the store in accordance with the chain-store method, utilize the advertising and display helps that we provide—and then, perhaps somewhat to their surprise, the thing works. Women go to their stores in increasing numbers. Right here is one of the greatest problems of the hardware dealer. His store is regarded pre-eminently as a man's store, not yet having outgrown the original conception of a hardware establishment. The modern store of this type really has more merchandise appealing to women than to men but it has had a most difficult job in drawing the women in. They will go to the department store and chain store and buy merchandise that the hardware man could just as well sell them. When they do this he, of course, misses what profit there may be in the sale of miscellaneous lines of household items, to say nothing of the much more important consideration of not securing their interest in the items upon which he can gain his usual percentage of net profit.

After these progressive dealers have assured themselves of the unquestioned soundness of what we are trying to accomplish for them, they want to go at the proposition in a bigger way. They want special fixtures which are necessary in the establishment of a first-class department of this kind. These we supply at nominal cost. The next thing that happens is



Morning, Evening & Sunday

THE KANSAS CITY STAR

EVENING 268,721

MORNING 269,190

SUNDAY 303,058

Average Daily Net Paid Circulation for December



The Bulletin of
for Agents and Ad

The Associated Business Paper



"In a Buyer's Market the Business Press Teaches Market Development!"

NO longer is the primary function of the business press simply to promulgate engineering and operating technic as to production and distribution. National prosperity, the growth of each industry and the

success of each individual enterprise now depend as well upon effective cooperation between advertising agents and the business papers in developing market technique for each line of industry, for each branch of trade.

in of Marketing Facts and Advertisers

Business Papers, Inc., 52 Vanderbilt Ave., New York

Every A.B.P. paper



is an A.B.C. paper

The interests of the Business Press and of Advertising Agents are identical in promoting industrial prosperity through the creation of consumer demand.

THIS seems like common sense on the face of it.

But it has been established as a matter of scientific fact by an exhaustive inquiry as to the nature of the causes of growth of wealth by the Engineering-Economics Foundation of Boston. On the basis of this inquiry Dr. Hollis Godfrey, President of the Foundation, has demonstrated that the growth of what he terms "Factual Wealth," (including knowledge of goods and services by producers, distributors and consumers) precedes and parallels "Material

Wealth" (the goods and services themselves).

The function of National Advertising according to Dr. Godfrey is to create "Factual Wealth" (knowledge) as to consumption. The function of the Business Press is to create "Factual Wealth" on the part of producers and distributors.

The Creation of Factual Wealth

THIS it does, not merely by the education of manufacturers and distributors in the technic of production and service, but also by educating each industry and trade in the technic of selling the consumer and developing the market.

Here at the A. B. P. headquarters we are prepared to furnish special information to agents, advertisers, and others who seek to apply the new thinking to their own problems.

that the chain-store method of selling, including the use of short margin items, gets into their blood, and the effect is shown throughout the store. The business assumes new life and goes along on a progressive basis that the dealer never dreamed was possible.

The most important thing perhaps that he learns is that the selling of lower-priced items does not in any way detract from the quality standing of his store. If the selling is dignified it can be done entirely without detriment to the higher-priced lines. If a store sells a woman a 25-cent hammer, for example, there is no reason at all why this should interfere with the sale of a \$2 hammer to people who want that kind.

Another thing he learns is the right policy of pricing, having in mind the average net profit rather than the return on the individual item. He learns the utter fallacy of attempting to have a standardized mark-up on all his goods.

Then he finds that mass buying, within sane bounds, of course, has its specified place in the merchandising scheme.

What we are accomplishing for our dealers may be illustrated in the experiences of a former salesman for our organization who opened a retail hardware store of his own and had to go broke before he found out the right way to sell hardware in these days.

He had a beautifully balanced stock in a good town. Being an expert hardware man he knew exactly how to do this sort of thing. But his idea of merchandising was to sit in the back of his store nine hours a day doing the "buying," posting his books and writing letters—something a clerk could do just as well.

His idea of selling was to have a clerk "wait on" customers who came in. His method of advertising was to run a small card in the local newspaper every Monday and Wednesday, stating in effect that he was in the "hardware business." The thought of broadcasting special prices as an inducement to customers to enter his store never occurred to him.

He failed, and a sale was ad-

vertised to close out his stock. People went to the store to attend the sale, and approximately \$6,000 worth of merchandise was sold the first week, yielding a profit of \$1,200. Goods were brought in from local jobbers, marked up and included in the sale to keep the stock balanced. The man conducting the sale took the counters out (of what actual use is a counter in a store anyway?) and converted the store into two aisles. A price ticket was put on each article. The women took things off the shelves and handed them to the cashier with the money, and no time was wasted in selling the merchandise.

If this man had utilized similar methods soon enough, he would not have failed. Without a doubt he would be in business today and making money.

We know to a certainty that the hardware dealer need have no fear of chain-store competition. Modern merchandising methods will work just as well for him as for the chain, and he has an added advantage in the fact that his stock covers a much wider range and can appeal to all classes.

The main object of our Star Leader plan is to get the dealer to thinking along these lines and to show him in a concrete way just what intelligently applied methods will do for his store. After he gets started he will see it for himself. But a deal of this kind necessarily must be co-operative. The jobber cannot expect the dealer to carry the whole burden; neither can the dealer expect it of the jobber. We make no profit on this special merchandise which is designed to bring the price atmosphere to the hardware store without prejudice to the quality goods. Therefore we can consistently expect that the dealer shall sell the goods at no profit. And the benefit, happily, works for us as well as for him. The indirect effect of our selling these goods at no profit increases the dealer buying capacity in our regular lines. This is so because of the fact that they work exactly the same way in increasing his selling capacity in the same lines.

INDUSTRIAL MARKETING & ADVERTISING PROBLEMS

No. 43 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

The Meaning of McGraw-Hill Mergers

A frank statement
of their
spirit and purpose

MERGERS and affiliations which have brought into the McGraw-Hill fold such publications as *The Magazine of Business, Factory and Industrial Management, System* and more recently, *Textile World*, have grown naturally and logically out of the work of McGraw-Hill publications in a great group of basic industries.

From the acquirement of its first property in 1889, it has been a policy of this company to extend its fields, not to enter new ones, only when it is clear that a

COMMON INDUSTRIAL MARKETING

particular service can be rendered and when the public benefit to that field is beyond question. publica

It is a simple axiom that the prosperity of any business, whether mercantile, industrial, financial or publishing, is closely related to the service rendered to its public. All of us in this business naturally have sought to increase its prosperity and stability, and this is being done by increasing our capacity for serving—by making all 24 publications more comprehensive in their service to American business and industry—by making sure that each publication serves its particular field more intensively and with an eye more keenly alert to the future needs of its field.

Tomorrow is the Motive

Few, indeed, are the business executives and industrialists who are not dealing with the problems of tomorrow. Few, also, are those who cannot find tangible help in this expanded publishing program.

Just as the new *Magazine of Business* will bring into focus the forces that assist or retard business as a whole, so will each specialized McGraw-Hill

TING AND ADVERTISING PROBLEMS

when the publication enlarge its program of help to its particular industry.

any business we believe that the broadened scope of our publishing program is of equal significance to the function of selling and advertising.

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What it means to the Advertiser

A more responsive market

. . . . because of reliable and continuous help to the reader in his specific and general problems; a reader-interest that comes only when a publisher has the capacity to find and meet the needs of the reader.

Extension of an established policy

. . . . now making 128 editors available for consultation on operating and marketing problems in fields where these editors are authorities.

A protected advertising investment

. . . . due to the carefully-placed circulation of a McGraw-Hill publication among men who want it, pay for it and use it; a waste-free coverage of men who plan, decide and buy.

Counsel in marketing

. . . . Out of McGraw-Hill's experience in a wide range of industries has come a basic and workable set of principles, and a Marketing Counselors staff to help put those principles to work.

INDUSTRIAL MARKETING & ADVERTISING PROBLEMS

(Continued from preceding page)

Simplified sales contact

. . . Advertising representatives are account executives who know the selling problems of more than a single industry; who draw upon the facilities of the whole organization whenever a broad service can be rendered.

Skillful copy service

. . . Advertisers and their advertising agents have the option of using the McGraw-Hill Copy Service Department, a seasoned staff of sales-minded industrial writers and artists.

Recognition of the buyer

. . . This company recognizes but one yardstick of advertising: Is it best for the reader?—meaning that a selling problem must be approached from the standpoint of the buyer.

More for the advertising dollar

. . . The true measure of advertising value is not the rate per page. It is the degree of reader-interest won and held by what the publisher does.

THIS ORGANIZATION looks upon each step in its progress as an opportunity and an obligation to serve and to improve—to do so with authority, vision and courage—that the reader, advertiser and publisher may benefit alike.

McGRAW-HILL PUBLISHING COMPANY, INC.

McGRAW-HILL PUBLICATION

New York

Chicago

Cleveland

St. Lo

Philadelphia

Boston

San Francisco

London

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Editing the Advertising Picture

Skill Required When It Becomes Expedient to Emphasize One Portion of an Illustration by Dispensing with or Vignetting Some Other Part

By W. Livingston Larned

A PHOTOGRAPH is taken of a certain scene or a desired object, and at once it is obvious that using such material in its entirety would becloud the product or some essentially significant feature of the composition. In other words, there is a surfeit of detail. The

pertly. As a rule, an artist, versed in such matters, is an indispensable co-partner.

Photographs are stumbling blocks. When they are taken it is rarely possible to map out in advance the most successful composition schemes. Vignetting or "bob-



Goodyear Finds It Unnecessary to Show an Entire Automobile in Its Illustrations for Goodyear Tire Chain Advertisements

trouble with so many pictorial subjects is that they include too much, cover too much ground. That which is non-essential detracts from that which is of prime importance.

Undecided as to just how to handle the problem, the advertiser is inclined to shrug his shoulders and order an engraving of the complete and uncensored picture. And when the displays appear with these illustrations, it is realized that valuable space has been devoted to material which was not needed and which does genuine harm to the high spots of the illustration.

That he should thus fall into error is not at all surprising, for vignetting or editing a picture is by no means easy. A high degree of composition knowledge is demanded if the thing be done ex-

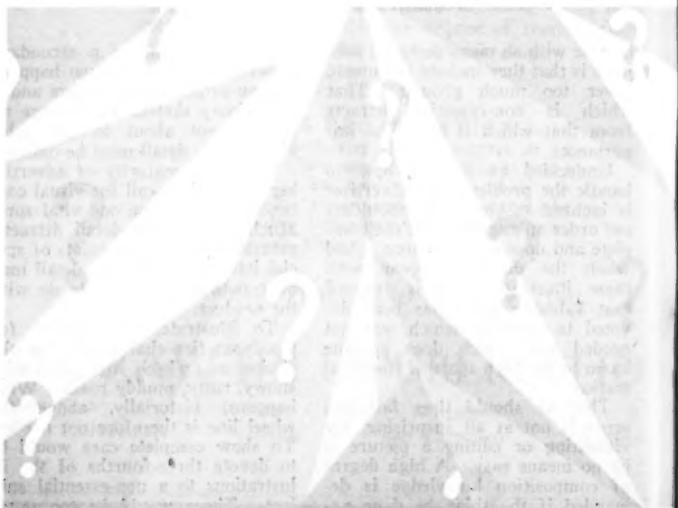
bing" must come as a secondary proposition. And it often happens that an artist, despite orders and a preliminary sketch, will change an arrangement about to the point where much detail must be omitted.

The large majority of advertising illustrations call for visual concentration on some one vital zone. Much surrounding detail detracts, naturally, from these points of special interest. And such detail may have nothing whatever to do with the product.

To illustrate, a campaign for Goodyear tire chains calls for the chains on wheels of cars, with snowy, rutty, muddy roads. What happens, pictorially, above the wheel line is therefore not needed. To show complete cars would be to devote three-fourths of the illustrations to a non-essential subject. There would be too much



What of 1929 in the Textile Industry?



1929 is as yet in the hands of the gods but, put this down as a definite certainty—the Textile Industry is all set to enjoy its best year since 1920.

The improvement in the industry which is steadily gathering momentum, is not a boom or anything approaching a boom. A great basic industry, the Second of the country, is simply finding itself after a period of readjustment. Such advances as the industry has made and is going to make in the next twelvemonth, are rooted deep in its fundamental make-up. Mill men are studying the ratios of production and consumption as they never have before. A new consciousness is firmly asserting itself and it is spurred on by the notable work of such governing associations as the Cotton Textile Institute, the Wool Institute, etc.

Make no mistake about it—the Textile Industry is on the move—and with both feet *on the ground*. Industrial advertisers using the pages of Textile World during 1929, will find ample reward.

Textile World



Largest net paid circulation in the textile field



BRAGDON, LORD & NAGLE

Division of McGraw-Hill Publishing Company

TENTH AVE., at 36TH ST., NEW YORK

The sure route to HOMES with CHILDREN



Group from 6th Grade classroom, English Avenue School, Atlanta, Ga.

Peabody School Book Covers

PUT your story on the covers of school books. Let it go along with boys and girls like these.

Where will it come to a stop?

Right in their homes, the kind of homes an advertiser wants to reach: Homes with Children. . . . Where breakfast food, beverages, tooth paste, footwear, and a lot of other things must be bought for *more than two* people.

Right where mothers are sure to see your message on the study table in the evening.

And this doesn't apply to only one day in the year. Multiply it by 200, the average number of days in a school year, and you will have an idea of the tremendous driving power of this new method of selling to the largest and richest market in America.

Among users of Peabody School Book Covers are Eskimo Pie, Hohner Harmonica, Squibbs Dental Cream, Coca Cola, Morgan Industries, Calumet Baking Powder and others. Nation wide circulation. Surprisingly low rates. Endorsed and distributed by the Alumni Association of George Peabody College for Teachers, Nashville, Tenn.

EDUCATIONAL ADVERTISING COMPANY

George D. Bryson, President

55 West 42nd St.



New York City

PUBLISHERS' REPRESENTATIVES Specializing in the JUVENILE FIELD

automobile and too little product.

In order to overcome this, photographs were made of motor cars with the camera at a low eye-level, which concentrated on tires and chains. Everything was eliminated from the mud-guards and running boards up. And these were painted out white by the artist, with just a tracery of gray detail to give the stop-off an artistic appearance. Since such whites were tooled, there was no need for vignetting and soft fadeaways of detail, always a dangerous plan, especially if paper, ink and printing are none too good.

As the illustrations were used, tires, chains and bad road conditions were full-strength, and dominating in every composition. The product "stood out." The white areas above had a tendency to emphasize these important factors. And think what a saving in space was arrived at in magazine pages requiring considerable typography!

It seems to be true of almost every illustration that if not specifically designed with an eye to conservation of space and emphasis placed on a definite part, there is urgent need of just such cutting and fitting as the above case. Not until advertisements appear are you fully aware of the vast amount of un-needed detail which has been included.

I watched an artist at work on a series of photographs to be used in magazines for linoleum. They were very fine interior studies, taken with great skill, and it was no easy responsibility to cut into them and to delete wisely. It was almost cruel to do it, for, at first glance, it apparently marred the composition.

However, when these layouts were finished the logic of the artist's censoring was quite apparent. And the manner of arriving at each solution was quite interesting. He cut out pieces of white paper of many sizes and forms and

placed them over the photographs, as he determined just where detail or entire sections could be omitted. He sought concentration on the floor coverings and realized that if the pictures were allowed to stand exactly as they were, this would not be accomplished. There was far too much of the extraneous and while it might be beautiful, photographically, it was not "good salesmanship" in a picture, where the text was long and headlines large.

There is an unwritten law among



By Cutting Unnecessary Details Out of This Photograph Smokador Emphasizes Its Product

artists that vignetting figures is permissible only under the most expert conditions. Arbitrarily to "cut off" the top of a head, or a shoulder, or an arm or hand, is to suggest mutilation. Nevertheless there are compositions which call for the elimination of parts of figures, and the layout expert must look for ways and means of arriving at it, without the defect suggested above.

In a campaign for a product which featured beautiful women—the heads only—and set out to concentrate attention upon eyes, the problem arose of eliminating the lower portions of a series of straight-on portrait studies. A fan held gracefully, covering the lower half of the face, served as one idea. In another, a pretty lace shawl was so drawn about the head that it left the eyes only exposed, and the lace could be successfully

vignetted. A third arrangement pictured the young woman smiling over the top of a screen, which thus cut away the entire lower section of the portrait.

These examples are given, not that they lay claim to any great measure of originality, but to suggest that there is always a "way" when the visualizer determines that it can be done.

The mere striking of a border line at the top of an advertisement or the formal introduction of a stop-decoration at the sides or the bottom of an illustration will not mean a pleasing device. It must be something more than that.

As a rule, some "picture-idea" for the cut-off is best, as mentioned in the campaign featuring eyes. A fan, a screen, a lace shawl, come under this classification. They "perform an operation" of a portrait *naturally*.

A recent series calling for very large faces of men, women and children, in comparatively small space, necessitated some scheme whereby heads would be clipped short in various ways. Sometimes a face would require eliminating the entire top portion of brow and hair. Then again, chins would be hidden, or a half-face "thrown up" in dominating size. These layouts were accomplished without marring any of the photographic subjects. In one, two heads smiled through a life preserver, in a marine theme. In another the enlarged end of a telescope served the visualizer admirably. One of the most pleasing of the compositions clipped a head closely by enclosing it in an enlarging glass. It must be remembered, however, that in all of these layouts an appropriate headline validated the peculiar mortises.

Vignetting, of the kind used in

the olden days, has almost entirely disappeared, as well it should. Now and again some venturesome advertiser attempts it, but both engraver and printer will tell you that the "soft vignette" is always a piece of guesswork. Sometimes it comes out well but in the majority of instances there is a ragged edge.



It Is Often Advisable to Cut off Part of the Product Itself in an Illustration as Is Done Here

Think of the exigencies involved. A delicate tint must fade away until the dots disappear. Not only is the plate-making a precarious undertaking, but if the make-ready is at fault there will always be that smudgy apology for a real vignette.

There has come to take the place of the old-style vignette, a sharp, crisp, bold and quite simple method of retouching which accomplishes exactly the same objective, and in a far more artistic manner. That is, the artist uses tempera color, and avoids soft fade-aways of technique. By the other process it was necessary to spray white across the outer surfaces of



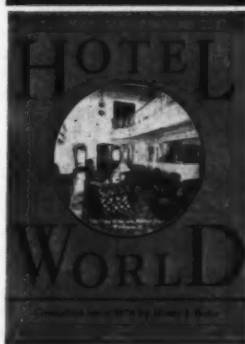
After Feb. 10

Present Rate
\$160 per page
New Rate
\$200 per page
Present Circulation
8,000 ABC
Guaranteed for 1929
10,000 ABC



New Rates

Present Rate
\$300 per page
New Rate
\$240 per page
Present Circulation
6,500 ABC
Guaranteed for 1929
8,000 ABC



New Coverage

Present Rate
\$80 per page
New Rate
\$100 per page
Present Circulation
2,500
Guaranteed for 1929
3,500

Contracts up to a year in advance will be accepted at the old rates if mailed not later than February 10th.



**AHRENS PUBLISHING
COMPANY, INC.**

Member of ABP, ABC, NPA

New York 40 E. 49th St. Chicago 624 S. Michigan Ave.



Amarillo

Wheat Production Capital Of The Southwest



35,000,000
BUSHELS (Estimated)



22,000,000
BUSHELS



11,000,000
BUSHELS

With 1,750,000 acres of winter wheat planted, one-third more moisture in the ground than at the same time during the past five years, and a general condition of the crop estimated to be 20% above last year, there is every reason to believe that the Amarillo empire will produce a bumper wheat crop of 35,000,000 bushels or more in 1929.

This will mean remarkable prosperity for farmer, merchant, banker and wholesaler; and an unusual opportunity for the advertiser in the one big daily of the area, the

Amarillo News-Globe

Morning—Evening—Sunday

National Representatives
TEXAS DAILY PRESS LEAGUE

New York

Chicago

Kansas City

Dallas

the copy with an air-brush. But the up-to-date vignette is accomplished with a few shades of gray and a brush.

Whatever the subject to be narrowed down to the point where the eye may focus on a definite and important part of the composition, this cutting is a matter of wise discrimination between ugly gashes and irregular forms, and consistent mosaic work. A series for modern plumbing was required to stop-out much of bathroom interiors, placing particular emphasis on either tubs or wash basins. But the client very correctly desired that enough of the atmosphere of the rooms remain to establish the scene and the settings of his products.

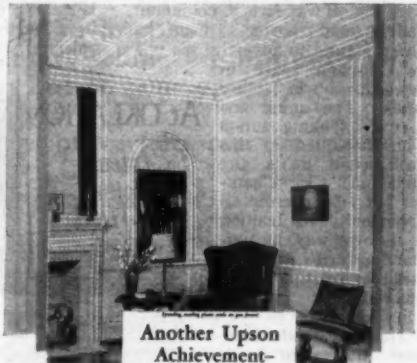
This was done by stopping out three-fourths of the background with pure white and following quite definite lines wherever possible. A tub in its entirety might be shown with just the straight line of a door and a little of the scene through it. Or a bit of tiling was permitted to remain, simply vignetted.

Such jobs are not to be definitely settled without a certain period of experiment. A wise plan is to cover a photograph, for instance, with tracing paper, through which the detail of the original can be seen, and then to trace off with a pencil the portions which may be eliminated. In this manner, an artist is in a position to try out a half dozen or more entirely different compositions. And the copy is not damaged in any way.

The illustration reproduced on this page, clipped from an Upson advertisement, loses nothing by having a block of text extend up into it. In fact, it is this cut in the picture that first attracts the reader's eyes. Upson is not interested in advertising chairs or rugs,

therefore the elimination of part of these is perfectly justifiable.

Now that the "jazzed up" layout, with its peculiar lines and forms, has come to be an accepted idea, the task of curtailing unnecessary detail in illustrations is, of course, greatly simplified. The very character of the futuristic composition permits of the unusual in such deletions.



Upson Features Its Product by Eliminating Much of the Floor Part of the Room in This Illustration

Practically every advertisement gains by a conscientious study of just what can be done to a picture to do away with extraneous matter. It is all very well to suggest atmosphere, but not at the expense of the thing advertised. And that is what frequently happens.

"Charm" Locates Publishing Offices at New York

Arthur C. Kaufman, publisher of *Charm*, who has been located at Newark, N. J., henceforth will have his headquarters at New York to where publishing offices have been moved.

Robert Warner, recently advertising manager of the American Piano Company, has become a member of the advertising staff of *Charm*. He was previously with *Cosmopolitan* and *Red Book Magazine*.

Joins Seth Seiders Industries

Rockwell Hinkley, formerly with *The Novelty News*, Chicago, and, at one time, sales promotion manager of LaSalle Extension University, also of Chicago, has joined the creative staff of the Seth Seiders Industries, of that city.

Community Campaign Advertises a News Event

Almost as Soon as the Flow of a New Oil Well Was under Control, Oklahoma City Was Telling the World about It in Paid Space

OKLAHOMA CITY has a new oil well, an acquisition so important in the opinion of business interests that, within a few days after the oil was struck, community leaders and business men had raised a fund to advertise the news in full-page space in other cities. The quick and forward looking action which resulted in this campaign gave the Oklahoma City Chamber of Commerce an opportunity to feature, in its own way, an outstanding news event instead of trusting to the labored efforts of publicity agents.

Headline and dominant illustration dramatically conveyed to the reader the story of the opening of the new major oil field at the city's doorsteps. Only ten minutes from the heart of the city, it was explained, a 5,000-barrel gusher has brought into the city itself the excitement that its people have for years participated in from a distance. But, as the copy relates, "What a difference there is in the degree of excitement."

Added impetus to the commercial growth of the city is anticipated from the new oil field in which crews are working furiously to set up rigs for additional wells. This impetus is expected as a natural consequence which, while closely allied to the discovery of the field itself, would be construed by editors as outside of news interest. In paid space, however, the community is enabled to present a well-knit story not only of the news of the present but what it augurs for the future.

In the opinion of E. K. Gaylord,

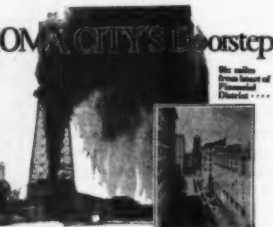
president of the Oklahoma Publishing Company, "The bringing in of the 5,000-barrel gusher gave an opportunity for the immediate launching of this unique community advertising campaign. It is a splendid example of a city alert

At OKLAHOMA CITY'S Doorstep

A new Major Oil Field

By opening, January 25, at 10:00 a.m., the new major oil field at the city's doorstep, the Oklahoma City Chamber of Commerce has given the city a new opportunity to feature, in its own way, an outstanding news event instead of trusting to the labored efforts of publicity agents.

The new oil field is located in the heart of the city, only ten minutes from the heart of the city, it was explained, a 5,000-barrel gusher has brought into the city itself the excitement that its people have for years participated in from a distance. But, as the copy relates, "What a difference there is in the degree of excitement."



Oklahoma City Chamber of Commerce

100 N. Broadway, Oklahoma City, Okla.

FOR INFORMATION, WRITE OR WIRE
TO: CHAMBER OF COMMERCE

OKLAHOMA CITY

Phone Directory

100 N. Broadway, Oklahoma City, Okla.

This Is One of the First Advertisements Used to Tell of Oklahoma City's New Oil Field

to its opportunity, taking advantage of a tremendous news development to call attention to the industrial and investment opportunities existing in its trade territory."

Plans for the campaign were under way scarcely had the flow from the new well been brought under control. A conference was called at once by the Chamber of Commerce which brought together a small group of business men. Within a few days the necessary fund for advertising was subscribed, an advertising agency was preparing the copy and space reser-

Advertise to Your Present Dealers

The right kind of advertising in the DRY GOODS Merchants Trade JOURNAL enables you to do an important preliminary and supplementary selling job not only on your prospects but on your present dealers.

The experience of certain manufacturers proves this fact . . . so do the comments of merchants themselves.

Mr. L. F. Miller,
O. B. Rose & Co., Bushnell, Ill.

"We find many points in salesmanship can be obtained and also ideas to be used in OUR advertising from the advertisements of various houses."

Mr. Wm. Unsgaard,
Herbst Department Store, Fargo, N. Dak.

"Information as to construction of merchandise is of particular value to the salespeople and helps increase the sales of the particular product advertised. Our salespeople are interested in reading the advertisements in trade papers of the lines we carry."

We are anxious to help advertisers make the most effective use of our space. We will be glad to show you complete letters from merchants whose viewpoints should be valuable.

DRY GOODS Merchants Trade JOURNAL

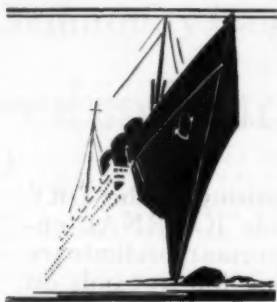
Member of A. B. C.

DES MOINES, IOWA

181 Madison Avenue
New York

681 Market Street
San Francisco

1800 Mallers Bldg.
Chicago



ON THE IRISH ROCKS

A great liner, without a pilot, comes to grief on the coast of the Emerald Isle. Business, unfamiliar with shoals and reefs of shifting markets, daily courts no less certain disaster. One function of this agency is to chart safe channels for the sales voyages of Southern New England manufacturers.

THE
MANTERNACH
COMPANY
Advertising



55 ALLYN STREET
HARTFORD, CONNECTICUT

vations were being wired to publications.

The center art panel of the first advertisements pictured a photographic reproduction of a flowing oil well. Views of Oklahoma City's principal buildings and commercial thoroughfares surrounded this panel. The copy listed numerous industrial opportunities awaiting exploitation in both the city and the State. In addition to the daily newspaper schedule the campaign will appear in business papers. Already plans are under way for adequate financing of an appropriate follow-up advertising campaign.

Miss R. L. Jenkins with "The New Yorker"

Miss R. L. Jenkins, for the last two years copywriter of accessories and young people's fashions for Lord & Taylor, New York, has joined the advertising promotion staff of *The New Yorker*, New York. She was formerly advertising manager of Bluma, Inc., Chicago, and before that, was with the May Company, Cleveland, and the Carson Pirie Scott & Company, also of Chicago.

S. V. Gibson Joins Erwin, Wasey & Company

Stanley V. Gibson, recently with L. Bamberger & Company, Newark, N. J., as advertising manager of *Charm* and who has been in charge of the commercial department of Station WOR, has joined Erwin, Wasey & Company, New York advertising agency. He was, at one time, with the Butterick Publishing Company.

Organize Osborne & Powel

Maurice M. Osborne and Harford Powel, Jr., have organized the firm of Osborne & Powel to succeed Osborne & Company, an advertising agency which Mr. Osborne has conducted at Boston for the last three years and a half. Mr. Powel was formerly with Barton, Durstine & Osborn, Inc., and until recently has been editor of *The Youth's Companion*.

Sidney Garfield Starts Own Business

Sidney Garfield, for the last five years in the advertising department of the Fairchild Publications, New York, has started an advertising business at that city under the name of Garfield, Inc.

Leaves "The Architect"

Paul J. Ricklin has resigned as advertising manager of *The Architect*, New York.

The Philadelphia Inquirer

*Offers Mass Circulation
and Corresponding
ADVERTISING RESULTS*

Every morning in the year, before breakfast is served, The Inquirer has blanketed its territory—an area containing over 500,000 homes and more than 3,500,000 busy people.

Experienced advertisers in this market know that The Inquirer is unequalled for sales prestige. That is why it leads all other Philadelphia newspapers in Department Store Advertising, Book Lineage, volume of Rotogravure and Classified Advertising.

If you would dominate the Philadelphia market by all means place The Inquirer on your schedule!

Daily Over
300,000

Sunday Over
500,000

The Philadelphia Inquirer

Pennsylvania's Greatest Newspaper

Branch Offices

NEW YORK
9 E. 40th Street

CHICAGO
360 N. Michigan Ave.

SAN FRANCISCO
5 Third Street

Another Million Line Gain in 1928—

During the year 1928, the SYRACUSE JOURNAL and SUNDAY AMERICAN made a gain in lineage amounting to 1,188,684 lines.

This gain is remarkable in view of the fact that during 1927, the Journal and American had another million line increase.

Over two million lines gained in two years is the enviable record of this paper.

These large gains are due to the circulation leadership of the Journal and American in the daily and Sunday fields.

National Representatives:

E. M. BURKE & ASSOCIATES, INC.

420 Lexington Avenue
New York City

5 Winthrop Square
Boston, Mass.

General Motors Bldg.
Detroit, Mich.

203 North Wabash Ave.
Chicago, Ill.

CONGER & MOODY

Hearst Bldg.
San Francisco, Calif.

117 West Ninth St.
Los Angeles, Calif.

This Direct-Mail Campaign for Dealers Avoids Pitfalls



Advertisers Who Furnish Their Dealers with Mail Campaigns Will Find Some Waste-Reducing Ideas in the Plan Used by Tide Water Oil

By C. B. Larrabee

IN 1927 the Tide Water Oil Sales Corporation decided to back up its national advertising with direct-mail advertising designed to get for local dealers their share of neighborhood business. The result has been two interesting campaigns, remarkable not for any unusual brilliance of conception but rather for a demonstration of thorough-

Those outside the oil industry often fail to realize what a high percentage of oil and gasoline is sold by filling stations to people living in the immediate neighborhood of the stations. This figure will sometimes run more than 90 per cent of a station's total volume; 75 per cent is not unusual.

In dealing with such a market it

**To the SOUTH POLE
with Commander BYRD**

Commander Byrd has personally selected Veedol to lubricate all planes, snowmobiles and snowtractors on his South Pole expedition. This is considered the most critical, exacting and serious task ever given a motor oil—the highest tribute possible to Veedol.

If Byrd has such confidence in Veedol—Isn't it good enough for you and me? We offer you the same Veedol; only a few moments distance from your home. Drive in today. For special, personal service, bring this card with you.

ADDRESS

Dealer's Name

ADDRESS

While the Emphasis Is on Tidewater Products This Post Card Campaign Also Seeks to Build General Business for Dealers

ness and common sense in handling the neighborhood market problem.

Manufacturers of oil and gasoline find themselves in much the same position as the makers of any product of almost universal use sold in large volume to all classes of consumers except, perhaps, those in the lowest income brackets. Essentially the oil company's problem is the same as that of a company making a grocery product, with the exception that the filling station or garage man is likely to be more of a specialist than the corner grocer.

It is important that the dealer build up attractive surroundings and use dealer helps such as striking pumps, signs, and all the other paraphernalia which we naturally associate with the filling station. These, however, are not enough, Tide Water reasoned. The dealer must be offered the means of going beyond the boundaries of his own particular piece of real estate and carry his message into the homes of his natural prospects.

In 1927, Tide Water inaugurated three separate postcard campaigns, three cards to a campaign. The

A GROUP of well-known artists rendering a complete service to Advertising Agencies.

CARL MUELLER
 ANTHONY HANSEN
 DOROTHY SCHNELLOCK
 FRANZ FELIX
 JOHN HAMMER
 LESTER GREENWOOD
 RÉ MARC
 JOHN ROSENFELD
 JAMES A. WADDELL
 LOU NUSE
 NORMAN STRAIN
 J. W. RASKOPF

Konor & Peters

Pent House

18 EAST FORTY-EIGHTH STREET
 NEW YORK CITY

first was designed for owners of all cars other than Fords; the second for Ford owners; and the third for owners in need of complete lubrication service. This initial effort was somewhat in the nature of an experiment, although the results went far beyond expectations. The experiment proved that the idea was capable of great possibilities and encouraged the company to continue the plan in its 1928 campaign, the results of which are just being compiled.

While the mechanism of this campaign has many familiar features, there are certain others which are more or less unusual. Therefore it will be worth while explaining in some detail.

It differed from the 1927 campaign in that there are only two series of cards instead of three, and each series consists of six cards in place of three. In 1928, no special effort was made to get the business of Ford owners.

At the outset, Tide Water decided that while the emphasis would be on its products, the campaign would also seek to build general business for dealers. In a portfolio carried by the salesmen in showing the plan to dealers the company said:

Unlike most campaigns of this sort—Veedol oils and greases are not featured to the exclusion of your own business and personal service.

We believe this to be a sound merchandising policy since Tide Water products prosper in direct proportion to the prosperity of Tide Water dealers. This campaign is carefully designed to draw car owners to service stations—and it will.

That is Point 1 of the campaign.

Next, in presenting the plan, the company featured the power of the company's national advertising in newspapers and periodicals. This was Point 2.

The first unusual feature of the campaign is that each dealer was limited to 300 names, unless he happened to own more than one station, in which event he was allowed 300 names per station. In explaining this to dealers the company said:

"To be most successful and create the greatest number of customers the car owners circularized



We have conducted many window display campaigns for prominent advertisers. Experience enables us to advise wisely and secure for you the best results from this form of advertising.

CARL PERCY, INC.

Window Display Advertising

450 FOURTH AVENUE, NEW YORK CITY

PASSAIC and BERGEN COUNTIES Exceed 17 States in Total Bank Deposits

An unusual statement, but one that is nevertheless true. The total amount of bank deposits for these two New Jersey counties is \$309,605,000, or more than any of the following states: Alabama, Oregon, New Hampshire, Mississippi, Arkansas, Vermont, South Carolina, North Dakota, Montana, South Dakota, Utah, Delaware, Idaho, Arizona, Wyoming, Nevada and New Mexico.

It is this rich field that The Press-Guardian reaches every evening.

The Press-Guardian is the only paper in Paterson which is maintaining its circulation on the merits of the paper itself—a factor which is of tremendous significance to advertisers.

The Paterson-Press Guardian

(Exclusive Member of the 100,000 Group of American Cities)

Nat. Reps.: G. LOGAN PAYNE COMPANY, New York, Boston, Chicago
George H. Payne, San Francisco

CAN YOU READ THIS IN A MINUTE?



A Tonic For Your Business—

Advertising in the

N. A. R. D. JOURNAL

Issued Weekly

Paid Circulation Over 21,000

One of Its Features That Gets
and Holds That All-Important
"Reader Interest":

The Legislative News Letter

All druggists are more or less affected by legislative activities at the nation's capital.

Laws are being considered and rules and regulations promulgated having a vital bearing on the conduct of the retail drug business.

It is necessary for the druggist to be promptly informed of all such developments and the legislative news letter direct from Washington each week furnishes this important information up-to-the-minute. Hence, the Journal is always a welcome arrival in the drug store and is read from cover to cover.

*Journal Advertisers Get
Results.*

N. A. R. D. JOURNAL

168 N. Michigan Avenue

Chicago, Ill.

Phone: State 5822

New York Representative

W. D. WARD

254 W. 31st Street, New York

Phone: Penn 9055

should be within a few blocks radius of the service station. For this reason we are limiting dealers to 300 names for each service station."

There was one other regulation insisted on by the company: Every dealer who tried out either series had to send out the entire series.

These regulations, Point 3 in the campaign, are based on sound merchandising sense. Manufacturers who are experienced in this kind of thing usually find two classes of dealers; the dealer who is afraid to commit himself to a campaign which is extended enough, and the dealer who wants to cover the whole world from his particular twenty-five front feet on a side street. Both classes of dealers are adequately cared for by the first regulation.

Advertisers are also familiar with dealers who have no appreciation of the cumulative value of advertising. They send out a direct-mail piece and sit back waiting for their store to be rushed by eager customers. When the rush does not materialize they become disgusted with the whole idea and immediately cancel all plans. Often they dam the flow of prospective business just when the flow has started. The "all-or-nothing" policy of Tide Water provides for these dealers and makes them get value from their advertising in spite of themselves.

Point 4, which is also unusual, grew out of the 1927 campaign. The company found that a few dealers who used the 1927 series not only had their names imprinted on the cards but also made special offers of a certain amount of oil free to customers. These dealers invariably got better results from the direct-mail effort and were, therefore, better satisfied.

The special offer gives the dealer a chance to check directly on the results of his advertising. He may get a number of customers through the advertising but in many instances these customers will not mention the fact that the advertising brought them in. If the dealer makes a special offer, however, he gets customers who drive in with the cards in their hands or who,

Now

ELECTRICAL ADVERTISING

—is a Greater
LOCAL MEDIUM

—a Brand New
NATIONAL MEDIUM

NEW National MAZDA lamps, sensational new developments in electric signs, and in the technique of their use—now make Electrical Advertising a far greater *local* and a brand new *national* advertising medium. Astonishingly low in cost.

Electrical Advertising, with MAZDA lamps, has four attention-value factors obtainable in no other way:

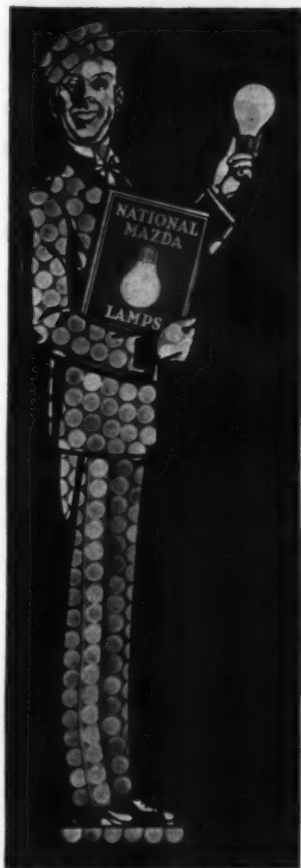
1. MOTION
2. COLOR VARIETY
3. BRIGHTNESS
4. NOVELTY

It also offers dominant position, reiteration, distinctive borders and lifelike pictures, *seen* colors at the cost of *one*. All these spectacular features are now available in small signs as well as big ones.

Electrical Advertising is as direct as a show window. It marks locations, ties up to your campaign in other media by putting selling appeal where sales are made.

Ask your local electric light company or electric sign manufacturer. Or write to G. R. LaWall, Electrical Advertising Specialist, National Lamp Works of General Electric Co., Nela Park, Cleveland, Ohio.

Make an appropriation for Electrical Advertising as you do for other media.



NATIONAL



MAZDA

LAMPS

**The Only A.B.C. Member
in the JEWELRY
Field—**

THE KEYSTONE

*Net Paid
Circulation*

10,848

THE KEYSTONE carries the regular advertising of more Manufacturing and Wholesale Jewelers than any other jewelry publication. Traveling salesmen for these concerns are in constant touch with Retail Jewelers and know which publication reaches the best buying retailers, and has the most good will, prestige and influence.

During the year from November, 1927, to October, 1928, inclusive, THE KEYSTONE published an average of 178 pages of advertising per issue, 103 pages per issue more than any other jewelry publication.

A. B. C. statement proves more net paid subscribers than are claimed for any other jewelry publication.

**A. B. C.
Statement**

Rate Card Circulation Statement (A.B.C.) and full information on request.

The Keystone Publishing Co.
1505 Race Street, Philadelphia, Pa.

NEW YORK
2 West 45th St.
H. M. Porter, Mgr.

CHICAGO
1200 Heyworth Bldg.
J. H. Wagner, Mgr.

PROVIDENCE
1108 Turks Head Bldg.
H. T. Pierik, Mgr.

at least, make mention of the offer.

Therefore, in 1928, the company insisted that the second card of each series make an offer of one quart of oil free for series one or 50 cents of free service for series two. The dealer who used the campaign had to make one of these offers.

In addition, there was an optional offer for the sixth card, a quart of oil or 50 cents worth of service. Dealers who wanted to repeat the offer of the second card could. Those who did not wish to were not required to do so. Special provision was made so that the sixth card in either series could be printed with or without the offer. An unexpected number of dealers chose to repeat the offer.

The inexperienced in advertising are pretty sure to demand results. They like to see people come into the store or the station and say: "I saw your advertisement," or "I read that card you sent out." Unhappily, a certain proportion of consumers won't do this, with the result that the inexperienced under-estimate the value of advertising.

It is this class of dealer who receives 1929 plans with a raucous laugh because he hasn't "had results from the 1928 plan." The compulsory special offer, amounting to very little in actual cost to the dealer, automatically keys the direct-mail campaign.

Point 5 was that the company split the cost of the campaign with the dealer on a fifty-fifty basis. This is not a new idea at all but the company was so convinced of its value that it followed such a policy.

Point 6 deals with the mailing. This was taken entirely out of the dealer's hands. He had two options on lists; either he could accept a list prepared by an organization which furnishes accurate lists and which handled the mailing, or he could prepare his own and send it to mailing headquarters.

The cards themselves were Government post cards, the advertising side printed in two colors. They were used as follows:

Crankcase Campaign

Card 1. Testimonial from Cannon-

Copy Writer WANTED

A prominent Chicago agency is seeking a copy writer of at least a few years experience who considers seeking selling ideas more important than cleverly turned phrases.

This man will take pleasure in digging for information and new angles of presenting the facts he discovers.

If your training and experience prove that you can handle the job tell us what we should know about you to determine interview.

Your work would be in close contact with a large national advertiser.

You may write fully with our assurance that your letter will be treated confidentially, and that your references will not be communicated with until after you have talked with us.

Salary will be adequate to get the right man for the job. Address "V," Box 78, Care Printers' Ink, 231 South La Salle St., Chicago, Ill.

**COMPLETE
COVERAGE
POCKET SIZE
EDITORIAL
QUALITY**

THREE FACTORS
THAT HAVE MADE
GOOD HARDWARE
THE MOST WIDELY
READ HARDWARE
PUBLICATION IN
THE WORLD.

**GOOD
HARDWARE**
79 MADISON AVE., N.Y.C.

Are we advertising
agents? *No.* Do we
make advertising?
Yes. We write, de-
sign and print, with
care and character.



CURRIER & HARFORD
LTD • 460 W. 34th STREET, N.Y.
SELECTIVE ADVERTISING

Ball Baker and sales talk on Veedol oils and greases.

Card 2. Offer of 1 quart of free oil.
Card 3. Testimonial from Eddie Stinson and selling copy.

Card 4. "Time to drain the crankcase" copy with immediate urge to take car to service station.

Card 5. Testimonial from Commander Byrd and selling copy.

Card 6. Optional free offer and copy dealing with value of Veedol treatment for precision motors.

Complete Lubrication Campaign.

Card 1. Explanation of meaning of word "Veedolize" and the ease with which a car can be Veedolized.

Card 2. Offer of fifty cents of service.

Card 3. Veedol takes the squeaks out of the car.

Card 4. Detailed description of what Veedolizing means.

Card 5. "Save repair bills" copy.

Card 6. Optional free offer and copy telling how Veedolizing solves disagreeable problems.

The illustration with this article gives the reader an idea of the appearance of the cards.

As has been mentioned previously, the campaign was presented to dealers by the company's salesmen who carried with them a portfolio specially printed and bound for the campaign. This outlined the selling points and in two pockets carried samples of the two campaigns. The idea was also featured in the company's house magazine, "Contact."

Riggio Also to Direct American Tobacco Advertising

Vincent Riggio, assistant vice-president, in charge of sales of the American Tobacco Company, New York, has, in addition, taken over the work of Frank W. Harwood, recently advertising manager of that company. He will be assisted by W. E. Witzlaben, who has been with the organization for a number of years.

J. H. S. Ellis with Erwin, Wasey

J. H. S. Ellis, formerly with the Wm. H. Rankin Company, Inc., at Chicago, as vice-president in charge of copy, has joined the copy department of Erwin, Wasey & Company, of that city.

To Direct Seville Exposition Campaign

The New York office of The Caples Company, advertising agency, has been appointed to direct the advertising campaign of the Seville Exposition, Seville, Spain. Magazines will be used.

In the Memphis Market

THE APPEAL PAPERS

During 1928 published
22,004,276 agate lines of
advertising, a lead of
more than 12,000,000
lines over any other
Memphis newspaper...

Over **70%**

Of all advertising published in Memphis
was carried by The Appeal Papers



AVERAGE PAID CIRCULATION IN 1928

January . . . Sunday . . . 140,407

December . . Sunday . . . 143,592

January . . . M. & E. . . . 172,766

December . . M. & E. . . . 181,775

Advertisers who wish to make 1929 a prosperous year should use the first mediums in the first market of the rich, Memphis area.

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

JOHN M. BRANHAM CO. . Representatives

An Eastman survey of your market can be made a vital and important tool in the hands of your sales and advertising executives, because it will help them define your objectives in clear-cut terms of past accomplishment and future requirements.

R. O. EASTMAN Incorporated

7016 Euclid Avenue - - - Cleveland
113 West 42nd Street - - - New York

DIRECT MAIL PROMOTION

A man, qualified to produce subscriptions to an established magazine (thirty years old) by direct mail, will have an opportunity to develop in a growing publishing organization. Give full particulars of past experience (in confidence, of course) to

"J," Box 219, care of
Printers' Ink.

How Do You Select Your Retail Outlets?

(Continued from page 8)

Philadelphia, New York, Baltimore, Chicago, St. Paul, Minneapolis, Kansas City, and many other points, of course, it's a gas company.

"This, we believe, gives you a pretty fair idea of our policy and plan in merchandising our product, and explains why we have not limited the sale of our appliance to any one channel."

And finally, there's the Rutland Fire Clay Company, which has been nationally advertising its patching plaster, roofing cement and other products. J. C. Flynn, sales manager, writes:

"It is our policy to sell to any legitimate dealer, any of our products, although we are confining our calls to the class of dealers who have a sufficient outlet to make a call worth while. Our line is made up of a family of products and on certain items we have quite strong competition; and while at one time we did confine ourselves to certain types of retailers, we found that others desiring to carry similar products were able to secure them from competitors and gradually popularized these competitors' products to where the type of dealers we were catering to began to take on competitive products as well as ours. Hence our reason for adopting our present policy."

There you are. It's as long as it is wide. On this important question of selecting one's retailers, there are, obviously, both pros and cons. As is the case with most sales and advertising problems, your own solution to the one under discussion is probably a matter of experimentation.

Frank Roberts with Detroit "Free Press"

Frank Roberts, at one time with the Chicago office of I. A. Klein, publishers' representative, has joined the national advertising department of the Detroit *Free Press*.

THE WICHITA EAGLE

MORNING—EVENING—SUNDAY

1928 was the biggest year in
The Eagle's History

15,559,250

lines of paid advertising

An increase of 4,596,179 lines over the previous high mark made in 1927.

A new oil field on the edge of Wichita.

Three successive bumper wheat crops.

A high cattle market.

A few reasons why Wichita and her trade territory is a golden field for national advertisers.

The only way this wonderful market can be covered successfully is with The Eagle.

Leads in city circulation.

Leads in suburban circulation.

Leads in total coverage.

The reason of this wonderful total of advertising is because Advertisers Received Results.

THE WICHITA EAGLE

MORNING—EVENING—SUNDAY

Kansas' Largest and Best Newspaper

Represented Nationally By

THE S. C. BECKWITH SPECIAL AGENCY

ANNOUNCING

**. . . a new plate maker
with modern machinery
and improved processes**

Never before has an electrotpe, mat and stereotype outfit begun business more thoroly equipped . . . physically or mentally . . . to produce fine plates. A raft of modern machinery (new to the smallest bolt) enables us to be, immediately, one of the largest and best equipped plate makers in the east.

Night as well as Day Service

We shall sleep neither night nor day. Bring on your rush jobs! You'll never find us asleep at the switchboard. You may be assured that no possible service will be lacking.

New Processes

By the Direct Pressure Process of making mats, we introduce a new and better method. This exclusive process produces a sharper mat with less shrinkage, and naturally a better stereo. We introduce the most elaborate chrome plating outfit in the United States. Finally, we introduce, for publication printing, the Fine Screen Stereotype made from the Plastic Mat of the Rapid Electrotpe Company, to which we have complete and exclusive New York rights.

Welcome to our facilities. We begin from scratch . . . but before the new moon, we shall have many friends, and we hope we shall never give cause to regret affiliation.

ATLANTIC
ELECTROTYPE AND
STEREOTYPE CO., INC.

228 East 45th Street, New York, N. Y.

LEXington 6623

The Advertiser Is More Interested in Space Buying

THE advertiser is becoming more and more interested in the job of space buying. Arthur Ogle, managing director of the Association of National Advertisers, declared in an address made before the magazine group of the Advertising Club of New York on January 14. This condition, he declared, is not a pronounced trend today, yet it is distinct enough to label it a trend. It has come, he said, with the growth of the idea of budgeting sales and advertising expense.

The budget plan, he indicated, since it gives a sales and profit mark for the advertiser to shoot at, therefore makes the advertiser more careful in every decision he makes not only on copy but also on mediums.

In an interview after the meeting, Mr. Ogle plainly indicated that in offering this observation it was not implied that advertisers were in any way seeking to supplant the advertising agency space buyer. Comment was made on the fact that the most alert agency space buyers were welcoming this change as one of decided help to them in their own work.

Mr. Ogle was highly specific throughout his address. The major part of it was given over to a presentation of questions which members of the Association of National Advertisers were asking his office on magazines. Among those questions were the following:

Should small or large space be used? This question involves what constitutes continuity and, further, whether continuity is worth while.

What is the real comparative value of color versus black and white?

Questions on modernistic trends.

Doesn't the advertiser, as a whole, bear too much of the burden of sales expense? The feeling is growing, said Mr. Ogle, that advertising is, so to speak, cursed by high-priced salesmanship.

What is the value of tested copy? An appreciable number of advertisers are looking back over their records and putting together their experiences for the purpose of setting up a few formulas for advertising.

The problem of duplication.

What is the value of position? We don't know the answer, said Mr. Ogle, but the gentlemen who sell magazine space as well as the advertiser, must find the answer.

Matter of determining the value to the advertiser of increases in circulation. In other words, the advertiser is asking himself, for example, "Is the last increase of a million as potentially worth while to me as the first million?"

How about reduced subscription rates? This problem was expressed, also, in the following question: "Are one million subscribers at 10 cents worth as much as they were when the publication price was 15 cents?"

A. P. Kelly to Leave Eastman Theater

Arthur P. Kelly has resigned as director of publicity of the Eastman Theater of Rochester, N. Y. He is planning to start his own advertising business. Mr. Kelly resigned as executive secretary of the Rochester club in 1923 to accept the position with the Eastman Theater.

Buys "The Apparel Merchant"

The Apparel Merchant, Minneapolis, has been purchased by the Bruce Publishing Company, St. Paul, and has been merged with the *Northwest Commercial Bulletin*. H. S. McIntyre, manager of the *Apparel Merchant*, will join the Bruce Publishing Company in an executive capacity.

W. E. Peters with Seattle, Wash., "Times"

W. E. Peters has been made head of the advertising department of the Seattle, Wash., *Times*. He was recently with the advertising department of the Seattle *Post-Intelligencer*.

Joins The Geyer Company

Stanley W. Tobin, recently with the Louisville, Ky., *Herald-Post*, has joined The Geyer Company, advertising agency of Dayton, Ohio. He was formerly with the Detroit *Free Press* and the Cincinnati *Commercial Tribune*.

Sales and Advertising Manager

wants the right job with the right house. Have directed as many as 68 Salesmen at one time—not counting demonstrators. Experience chiefly in drug, confectionery and grocery fields. Perfectly good references. Am healthy, married, a hard worker and exactly forty years old. Have worked up the ladder rung by rung. Salary, now, less important than job, which I hope will last for life—20 or 30 years.

Address "A B C," Box 222,
Printers' Ink

WANTED— An Advertising Man With an Engineering Background

The requirements of this position are—

- 1st—The ability to write sound copy for direct mail, promotional literature, etc.
- 2nd—Engineering training or experience particularly in connection with power and power transmission.
- 3rd—A personality that can both give and take orders and work harmoniously in a large organization.

This is a real opportunity for the man who can qualify. He should be a college man, from 25 to 35 years old. Actual selling experience will prove an asset.

The position is in the advertising department of a large organization located in a Mid-Western city. The opportunity for advancement is unlimited. Write in detail, giving business history, education and salary desired. Confidential.

"A," Box 224, Care Printers' Ink
231 South La Salle St., Chicago, Ill.

R. J. Potts & Company, New Advertising Business

R. J. Potts, until recently vice-president of the Loomis-Potts Advertising Company, Kansas City, Mo., has established an advertising agency business at that city under the name of R. J. Potts & Company. Mr. Potts was at one time one of the directing heads of the Potts-Turnbull Advertising Company.

Wallis Howe, Jr., Advertising Manager, "Youth's Companion"

Wallis Howe, Jr., for the last two years Eastern manager of *The Atlantic Monthly*, has been appointed advertising manager of *The Youth's Companion*. He has been with *The Atlantic Publications* since 1923 and, in his new position, will continue to make his headquarters at New York and continue as Eastern advertising manager of the *Atlantic Monthly* and editor of *The Atlantic Bookshelf*.

A. E. Carpenter with Georgia Warm Springs Foundation

Arthur E. Carpenter, formerly advertising manager of *Children*, *The Magazine for Parents*, New York, has been appointed business manager of the Georgia Warm Springs Foundation, Warm Springs, Ga., of which Franklin D. Roosevelt, Governor of New York, is chairman of the board of trustees.

C. J. C. Clarke Joins Wightman-Hicks

C. J. C. Clarke has been appointed a vice-president of Wightman-Hicks, Inc., New York advertising agency. For the last three years, he has been with the McGraw-Hill Publishing Company and, formerly, was with the Periodical Publishing Company, New York.

Guthrie Wallace with McConnell & Fergusson

Guthrie Wallace, formerly with A. McKim, Ltd., Toronto advertising agency, has joined the Toronto office of McConnell & Fergusson, Ltd., advertising agency, where he will be in charge of production.

New Account for Hicks

The House of Swansdown, Inc., New York, manufacturer of Swansdown and Kam-o-lam coats for women, has placed its advertising account with the Hicks Advertising Agency, New York.

Joins Ewing, Jones & Higgins

Miss Meta M. Gerken, previously with Wanamaker's, Philadelphia, has joined the copy staff of Ewing, Jones & Higgins, Inc., advertising agency. She formerly was with the J. Walter Thompson Company and the Lockwood-Shackelford Company.



Effective immediately ***

HOMMANN & TARCHER, inc.

becomes

**H O M M A N N
T A R C H E R
&
S H E L D O N , inc.**

*Advertising and Marketing
551 Fifth Avenue, New York*

**Mr. George H. Sheldon has been associated
with this organization as Vice-President
and Director since April, 1928**



Copy Writer WANTED

A leading New York agency needs a man with experience, ideas, and the ability to write sound, distinguished copy. Give full details in your letter.

Address "W," Box 79,
Printers' Ink

STUDY Advertising at home

Eastman offers you an opportunity—emphasizing practical result-getting methods that qualify students for quick advancement into advertising positions that PAY.

Vivid—Dramatic—DIRECT

The Eastman classroom system, by mail, under a strong faculty of keen business men.

Entirely different from the ordinary "book-course" method.

Eastman School of Business

Dept. 82, Extension Division
Rice Bldg. Boston, Mass.

Resident School: Poughkeepsie, N. Y.
Over 100,000 Graduates

Elected President of I. B. Kleinert Rubber Company

Ralph K. Guinzburg, vice-president of the I. B. Kleinert Rubber Company, New York, has been made president of that company to succeed Victor Guinzburg, who becomes chairman of the board. Other officers elected are: First vice-president, George K. Guinzburg; second vice-president, Harry I. Kleinert; secretary, Arthur B. Salinger and treasurer, Charles B. Mergentime. The new president joined the firm in 1914 as assistant treasurer and advertising manager.

A. M. Oliver Joins The Pangborn Corporation

A. M. Oliver, for the last six years in the advertising department of The Goodyear Tire & Rubber Company, Akron, Ohio, has been made advertising manager of The Pangborn Corporation, Hagerstown, Md., manufacturer of sand blast and dust collecting machinery.

Albert Swanson with Arthur Mogge, Inc.

Albert Swanson has resigned as auditor of the Motor & Equipment Association to become associated with Arthur R. Mogge, Inc., Chicago advertising agency. He has been elected secretary and also will serve as production manager of this agency.

Appoints Baltimore Agency

The F. G. Schenuit Rubber Company, Baltimore, manufacturer of Schenuit Double Grip tires, has appointed the W. C. Caldwell Advertising Agency, of that city, to direct its advertising account. Newspaper, outdoor and direct-mail advertising will be used in the Eastern States.

J. A. Berninghaus Advanced by Monsanto Chemical Works

J. A. Berninghaus, director of acid and heavy chemical sales of the Monsanto Chemical Works, St. Louis, has been made general manager of sales in direct charge of all its merchandising and sales divisions.

J. W. Spray, Vice-President, Timken Roller Bearing

Judd W. Spray, general sales manager of the Timken Roller Bearing Company, Canton, Ohio, since 1926, has been made vice-president and general sales manager.

Joins "Modern Beauty Shop"

Thomas D. Norton, for a number of years with the Western Newspaper Union, Chicago, has joined the advertising departments of the Modern Beauty Shop and the Clinical Journal of Chiropody, both of that city.

MAURICE M. OSBORNE
HARFORD POWEL, JR.

ANNOUNCE THE FORMATION OF THE FIRM OF

OSBORNE & POWEL
Technical and General Advertising

Successor to
OSBORNE & COMPANY

755 BOYLSTON STREET · BOSTON · MASSACHUSETTS

WANTED: a man

who has imagination and an ear for the music of words . . . who has ideas and the ability to state those ideas logically . . . who has background enough to know what makes nice people sign coupons . . . who knows how to sell through the written word and can be trusted with a free hand in doing it. He may be a promising beginner, or a finished copywriter with a volume of distinguished work behind him. Salary will be commensurate with experience. Send précis of education, business history, qualifications and samples (which will be held sacred) of previous work to

"R," BOX 75

Printers' Ink, 185 Madison Ave., New York

a circulation record

**the
nebraska farmer
is now read
in more than
118,000 farm homes,
100,000 in nebraska**

**which is four
out of five
in this state**

**productive
circulation
...use it!**

Jan.

F

C

(H

C

Cour

Succ

Capp

Bree

Calif

Flor

Farm

Farm

The

Bette

Ame

Farm

Ame

The

Farm

Am.

Paci

Farm

Tot

Dak

Okla

Ho

Mis

Mor

Sou

Farm

Sou

Sou

Wes

The

Uta

The

Mis

S. I

Sou

Iow

B

The

Mod

Tot

FARM PAPER SUMMARY FOR DECEMBER

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby
chick and classified advertising)

MONTHLIES

	1927	1928
	Lines	Lines
Country Gentleman ...	49,062	49,622
Successful Farming ...	23,090	19,304
Capper's Farmer ...	15,000	17,540
Breeder's Gazette ...	12,216	15,533
California Citrograph ...	14,028	13,951
Florida Grower ...	14,904	13,470
Farm & Fireside ...	14,469	12,210
Farm Journal ...	15,292	12,055
The Dairy Farmer ...	5,958	9,190
Better Fruit ...	5,430	6,074
American Farming ...	6,779	5,732
Farm Life ...	7,409	4,858
Amer. Fruit Grower ...	6,159	4,432
The Bureau Farmer ...	2,556	4,310
Farm Mechanics ...	6,473	4,211
Am. Produce Grower ...	2,686	3,126
Pacific Homestead ...	5,586	2,512
Farmers' Home Jour ...	2,172	1,294
Total	209,269	199,424

SEMI-MONTHLIES

	1927	1928
	Lines	Lines
Dakota Farmer ...	26,996	22,915
Okla. Farmer-St'kman ...	24,305	18,861
Hoard's Dairyman ...	20,273	18,839
Missouri Ruralist ...	17,251	18,433
Montana Farmer ...	17,486	16,168
Southern Agriculturist ...	17,786	15,401
Farm, Stock & Home ...	16,808	15,175
Southern Ruralist ...	17,712	14,386
Southern Planter ...	12,614	12,560
Western Farm Life ...	10,578	10,027
The Florida Farmer ...	8,974	9,929
Utah Farmer ...	12,445	9,854
The Illinois Farmer ...	14,114	8,930
Missouri Farmer ...	12,492	7,237
S. D. Farmer & Breeder ...	6,841	6,793
Southern Cultivator ...	6,065	3,542
Iowa Farmer & Corn		
Belt Farmer ...	5,593	3,435
The Arkansas Farmer ...	4,415	3,259
Modern Farming ...	5,630	2,741
Total	258,378	218,485

400,000 Live Names For Sale

One of our clients has discontinued its direct-mail work. Its mailing list of 400,000 poultrymen and dairymen in the eastern section of the United States is now for sale. Up-to-date and accurate—names all thoroughly checked by salesmen in individual territories, and names of 1928 returns removed from list. Set up in stencil form for use on the Pollard-Alling mailing machine. Communicate with

Evans, Kip & Hackett, Inc.
386 Fourth Ave., New York, N. Y.

a 4_A

AGENCY
desires an

A¹

Copy and
contact man

—a man who combines
both of these qualities—
or either. He will join an
organization that is fully
alive to the growing
importance of copy in
advertising.

Address "X," Box 220, P. I.

AGENCY CONTACT MAN AND SOLICITOR WANTED

Exceptional opportunity for first class man with fully recognized established Agency. He must know the Agency Business from experience. He must know advertisers. He must be a business getter.

Give complete information in answering.

Address "L," Box 218, care of Printers' Ink.

Good Man Available

Experienced in:

DIRECT MAIL and
Catalog Production.

Advertising for
RETAIL STORES.

Training of
Advertising Help.

Can bring order out of
confusion.

Can concentrate on a single
plan until it is perfected.

And, can push the work on
a lot of jobs at once.

Principal qualifications,
COMMON SENSE and
willingness to work.

Box "D," 214, Printers' Ink

WEEKLIES

(Five Issues)

	1927	1928
	Lines	Lines
Prairie Farmer	32,127	38,213
The Farmer	35,209	35,363
Pacific Rural Press...	34,341	33,541
Nebraska Farmer	39,733	32,612
Ohio Farmer	27,232	31,402
Pennsylvania Farmer .	24,437	29,799
Michigan Farmer	27,181	28,807
California Cultivator .	26,118	28,676
Iowa Homestead	37,019	*28,490
Wis. Agriculturist	29,914	26,649
Wallaces' Farmer	31,186	*26,565
New Eng. Homestead...	22,953	26,011
Farm & Ranch.....	27,377	25,481
Progressive Farmer & Farm Woman	27,209	25,125
Rural New Yorker.....	29,455	*24,395
Kansas Farmer, Mail & Breeze	26,842	24,384
Wisconsin Farmer ...	27,681	*24,274
The Farmer's Guide...	25,851	21,032
Amer. Agriculturist ...	21,061	*19,444
Washington Farmer ..	23,111	*18,550
Oregon Farmer	23,137	*17,242
Idaho Farmer	21,340	*14,802
Dairymen's League News	8,657	*6,351
Total	629,171	587,208

*Four Issues.

FARM NEWSPAPERS

(Four Issues)

	1927	1928
	Lines	Lines
Kansas City Weekly Star	24,136	20,633
Dallas Semi-Weekly Farm News	*18,308	9,266
Memphis Weekly Com- mercial Appeal	9,446	7,818
Atlanta Tri-Weekly Constitution	7,513	4,253
Atlanta Tri-Weekly Journal	7,351	3,768
Total	66,754	45,738

*Five Issues.

Grand Total1,163,572 1,050,855

(Figures compiled by Advertising
Record Company.)

The advertising lineage for the Breeder's Gazette for November, 1928 was 20,066 and 13,507 for November, 1927. The figures given in the November summary were incorrect.

1928 Was the South's Greatest Dairy Year

Cheese Factories, Milk Condensing Plants, and Creameries Now in More Than One County in Four

Outstanding as a factor of Southern farm progress in 1928 was the development of dairying in the South. The establishment of new cheese factories, milk condensing plants and creameries were regular features in the news columns of Southern papers. These plants are now located in 311 counties.

It was but logical that the leaders in these industries should seek those counties where the Southern Agriculturist famous slogan, "Kill the Scrub Sire," had been most fully adopted as a farming programme.

Thus it naturally happens that in those 311 counties, the circulation of Southern Agriculturist averages 60 per cent more than its average in the other counties, and exceeds by fully fifty per cent, the circulation of the second paper.

This is but another instance of the impressive fact that "Southern Agriculturist circulation parallels Southern Agricultural wealth."

A map in colors showing the location of the dairying industry has been prepared and will be sent on request to those interested.

Southern Agriculturist

CIRCULATION MORE THAN 600,000

B. KIRK RANKIN, Publisher
Nashville, Tennessee

RIDDLE & YOUNG COMPANY, Special Representative

Chicago New York Kansas City Des Moines San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George F. Russell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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ROBERT W. PALMER, Managing Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
BERNARD A. GRIMES, News Editor

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H. W. Marks	Rexford Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols
Frederic W. Read

London: Thomas Russell

NEW YORK, JANUARY 17, 1929

Don't Misinterpret the Can Decision

The American Can Company has been selling its cans, among others, to two packing companies. To one of these two companies it gave a discount of 20 per cent and certain other concessions. The other packing company was not similarly favored. It was charged that this violated the Clayton Act since there were no differences in the grade, quality or quantity of the cans purchased by the two companies. Neither were there any differences in the cost of selling or transporting the cans to the two buyers. *And both buyers were in exactly the same line of business.* (The reason for these italics will develop shortly.)

In a decision handed down two weeks ago, the Supreme Court of

the United States declared that a policy of this sort is a violation of section two of the Clayton Act. This decision was reported in the January 10 issue of PRINTERS' INK and its importance discussed. It was pointed out in the article referred to that a great many manufacturers sell to *similar* buyers at *different* prices and that, as a consequence, sales policies ought to be checked against this decision.

Probably it is only natural that a decision of such wide ramifications as this one should be misinterpreted by some. Therefore, we were not particularly surprised to read in the current edition of a business review that: "This decision appears to establish a principle against price discrimination which independent wholesalers have long sought in their competition with chain stores." However, if we were not surprised to read this, we *were* alarmed, because the statement is likely to cause unwarranted friction between certain wholesalers and the manufacturers from whom they buy.

Very likely, what the business review to which we refer had in mind when it made this statement is the fact that many wholesalers have long contended that manufacturers sell the chains at prices which make it difficult for the wholesalers to continue in existence. These wholesalers frequently buy the same quantities, grades and qualities as the chains. Also, they could probably prove that manufacturers, when selling to wholesalers, do not have to stand any higher sales or transportation expense than when they sell to chains. Therefore, this business review assumes that wholesalers will now be able to go to court and, referring to the American Can decision as a precedent, compel manufacturers to make certain changes in their price policies with regard to terms granted to wholesalers and chains.

Unfortunately for the wholesalers, the decision signifies nothing of the sort. This is the reason: The two packing companies which bought cans from the American Can Company were in exactly the same line of business. Whole-

salers and chains are not in the same line of business. They are not similar buyers. Consequently, a manufacturer is privileged to sell wholesalers and chains at two different prices.

Some years ago, the Federal Trade Commission, in a test case against the Mennen Company, ordered that organization to sell its merchandise, provided the goods were uniform in quality and quantity, to all purchasers at one price. In other words, the Commission ruled that there must be no discrimination in granting quantity discounts and that, for example, a company must give the same quantity discount to wholesalers and to co-operative retail buying organizations.

The Circuit Court of Appeals of the Second Circuit, in reversing the order of the Commission, said:

The company is engaged in an entirely private business and it has a right freely to exercise its own independent discretion as to whether it will sell to wholesalers only or whether it will sell to both wholesalers and retailers and if it decides to sell to both, it has a right to determine whether or not it will sell to the retailers on the same terms it sells to the wholesalers. . . . It did not discriminate as between retailers, but sold to all retailers on one and the same scale of prices. And it did not discriminate as between wholesalers but sold to all wholesalers on one and the same scale of prices.

This decision was sustained by the Supreme Court of the United States. The Supreme Court also upheld a decision of the Circuit Court of Appeals which had declared that the National Biscuit Company was entirely within its legal rights when it refused to grant the same discounts to retail buying pools that it granted to chain systems.

The American Can decision in no way affects the decisions in the cases of Mennen and National Biscuit. It holds out not the slightest hope to wholesalers that they may now dictate the terms on which manufacturers may sell to chains.

Let us summarize the situation: The American Can decision had to do with *similar* buyers. The Mennen and National Biscuit decisions had to do with *different* types of buyers. Wholesalers and chains are different types of buy-

ers. Therefore, the Mennen and National Biscuit decisions govern any disputes regarding selling terms granted by manufacturers to wholesalers and chains. The American Can decision does not.

High Time for Some Credit

A commendable service to business was performed by the National Republican Club when at a non-partisan meeting held last week in New York it called on three men, highly qualified by experience, to answer the question, "Does the Federal Trade Commission Justify Its Existence?" These three men were the Hon. William C. Redfield, who was Secretary of Commerce under President Wilson at the time the Commission was created; Hon. William E. Humphrey, member of the Commission and until a short time ago its chairman, and James A. Emery, general counsel for the National Association of Manufacturers.

Both former Secretary of Commerce Redfield and Mr. Emery saw good and evil in the activities of the Commission. Mr. Redfield, as will be observed from his address printed elsewhere in this issue, flatly made the statement that the Commission has "failed to justify its separate existence." Both of these speakers were united in praise of the speaker who followed them, the Hon. William E. Humphrey. Both were strongly of the opinion that he had somewhat restored the Commission to a state of sanity and common sense.

This brings us to Mr. Humphrey's address and closer to the point of this editorial. While admitting that the criticism levelled at this Federal board was honest and well-merited, Mr. Humphrey claimed nevertheless that the Commission on a number of scores had more than justified its existence. After setting forth several reasons for such justification he made the following statement, immediately after referring to a conference of periodical publishers called by the Commission in New York last fall on fraudulent advertising:

I prophesy confidentially that the re-

sult of this conference will prevent the robbery of the public by this class of infamous criminals [referring to various types of advertisers, previously designated] of not less than 250 million dollars during the calendar year of 1929. If the Commission had never done anything else but what it has accomplished by this conference, I think it would have fully justified its existence.

We object strenuously to that statement. It takes no cognizance of the work against fraudulent advertising which has been going on for years and that has been largely paid for by the advertising business. We refer to the activities of the Better Business Bureau organization and its predecessor, the Vigilance movement. The Commission has too long, either consciously or unconsciously, passed entirely over that work.

In 1925—mark the date—the National Industrial Conference Board published a voluminous report on a study of the Federal Trade Commission. In that report there appeared this statement:

The Truth in Advertising movement initiated by the Associated Advertising Clubs of the World and affiliated Better Business Bureaus bespeaks a wide and growing sense of responsibility among business men for the elimination of deceptive methods of merchandising. Since the organization of the National Vigilance Committee by the Associated Clubs in 1911 to co-ordinate the activities of the local bureaus, this work has been expanded and solidified into a nationwide campaign for the protection of honest business against the insidious competition which depends on deceit and misrepresentation. Certain types of commercial crooks have hardly less to fear now from these voluntary organizations than from the Federal Trade Commission. They are unrestrained by the division of State and national jurisdiction, and where publicity is not an adequate weapon they can bring to bear the pressure of State authority under statutes against misrepresentation and fraud of which they have been largely instrumental in securing the passage. Representing advertisers, publishers, bankers, manufacturers, and merchants, the Truth in Advertising movement expresses the confidence of an important cross-section of the business community in the efficacy of autonomous control for the prevention of unfair methods of competition.

We commend that statement to the Federal Trade Commission as the honest opinion of a high-minded group of men with no axe to grind. We suggest that the Commission hereafter instead of making a general indictment against advertising, should publicly

acknowledge the good work advertising has done to clean its own house.

Finally—if the Federal Trade Commission would earnestly seek not only to encourage the advertising business in what it is doing to clean its own house, but if it would encourage other industries to emulate the business of advertising on that score, it would earn the greatest glory for itself and would never need to debate whether or not it justified its existence.

The World Needs More of It

In the private office of Herbert F. Johnson, president of S. C. Johnson & Son, Racine, Wis., there are hanging large photographs of his father, Herbert F. Johnson, Sr., and his grandfather, Samuel C. Johnson. The grandfather founded the company in 1888, and on his death in 1919 it was taken in charge by his son. About a year ago H. F. Johnson, Sr., died, and now the third generation is directing the affairs of what is said to be the world's largest floor finish plant.

The present president has the two photographs placed so they continuously face him while he works at his desk.

"Many an important business conference," he tells **PRINTERS' INK**, "is held in here by the three of us. When a weighty matter comes up for consideration or decision—and of course such is the case almost every day—I look up at my grandfather and consider how he would handle it if he were here; then I look into my father's face and hold a silent conference with him which seems very real. In this way I get the benefit of the wisdom and the finely balanced judgment of those two great men who preceded me, did their work well and passed on. And, getting it, I can proceed with confidence to do the task in hand."

Sentiment, it seems, still has its place in business. Our readers will doubtless agree that if this were not so, the process of making and selling good merchandise would be the sordid money-getting thing that some people think it is.

The fickle fair sex

*...is occasionally
guilty of a loyalty* ►►

TOWN & COUNTRY

is the consistent boon of smart women here and abroad...It is to them what caviar à la Escoffier is to experienced gourmets...It rubs covers on their tables with the Social Register, the Almanach De Gotha, and...their telephone pads ▼ ▼ ▼ It is most brilliant commentary of the modern fashionable age...its entertainments...its manners...its clothes...It reports on what is vogue from Biarritz to Del Monte...It photographs smart seasons and the women who make them...In short TOWN & COUNTRY is part of the de luxe paraphernalia of the World at Ease ▼ ▼

Since 1925

TOWN & COUNTRY has published
in excess of a million lines of adver-
tising ANNUALLY...over 1600 pages

Advertising Club News

Chicago Council Elects Max A. Berns

The nominations of the executive board of the Chicago Advertising Council were officially ratified at the annual meeting of the council, last week. Max A. Berns, publicity director of the Universal Portland Cement Company, is the new chairman, succeeding Homer J. Buckley.



Max A. Berns

Leslie M. Barton, advertising manager of the Chicago *Daily News*, and William H. Sleepack, Sleepack - Helman Printing Company, are first and second vice-chairmen, respectively. Members of the new executive board include: E. H. Aberdeen, advertising manager, Westinghouse Electric & Mfg. Company; F. J. Ashley, publicity director, Chicago Association of Commerce; E. E. Brugh, president, Clyde W. Riley Advertising System; H. W. Chadwick, advertising manager, H. C. Lytton & Sons; Adolf Drey, vice-president, Hartman Furniture and Carpet Company; C. J. Eastman, advertising manager, Taylor, Ewart & Company, and Hubert D. White, general manager, Frank B. White Company.

In addition to the annual election, this meeting was arranged as a tribute to Mr. Buckley, who is one of the organizers of the Chicago Council and who has served for the last five years as its chairman. In recognition of his interest in organized advertising, he was presented with a chest of silver.

* * *

Montreal Club to Resume Advertising Classes

The advertising and merchandising course, which has been conducted by the Advertising Club of Montreal, will be resumed this year under the direction of Harris S. Beecher. The course will consist of sixteen weekly lectures, starting January 21. The first meeting will be addressed by Warren Brown, president of Cockfield, Brown & Company, whose subject will be "How Advertising Fits into Business."

* * *

Berlin Boyd Heads Denver Bureau

Berlin Boyd is now in charge of the Denver Better Business Bureau. He formerly was assistant secretary of the Toledo Better Business Commission and, later, manager of the Scranton, Pa., Better Business Bureau.

Fifth District Preparing for Convention

J. K. Owen, of the National Cash Register Company, Dayton, Ohio, has been appointed convention chairman of the Fifth District of the International Advertising Association, which will meet at that city on February 11 and 12. Civic organizations of Dayton, headed by the Dayton Advertising Club, are making plans for the meeting.

The committee of the International Advertising Association on Project No. 6, the co-ordination of advertising and selling, headed by F. J. Nichols, of Dayton, will also hold a meeting in conjunction with this convention. The Fifth District includes Ohio, Michigan and West Virginia.

* * *

Oakland Club Starts Membership Drive

A membership drive has been started by the Advertising Club of Oakland, Calif., which will last eight weeks. Eight teams of twenty-five members each, under the leadership of a group chairman will work a week apiece. The duty of each team will be to work for one week on its own prospects; to meet for luncheon each day of that week, and to spend one hour each day calling on prospective members. A local advertising campaign is supporting the drive.

* * *

Burdick Succeeds Hutson at New York Club

William Kidwell Hutson has resigned as manager of the "Advertising Club News," published weekly by the Advertising Club of New York, to become advertising manager of the Ramp Building Corporation, New York. This appointment is effective February 1.

Rupert L. Burdick, of the staff of Marquis Regan, Inc., New York, will become manager of "Advertising Club News."

* * *

Poor Richard Club Honors John A. Lutz

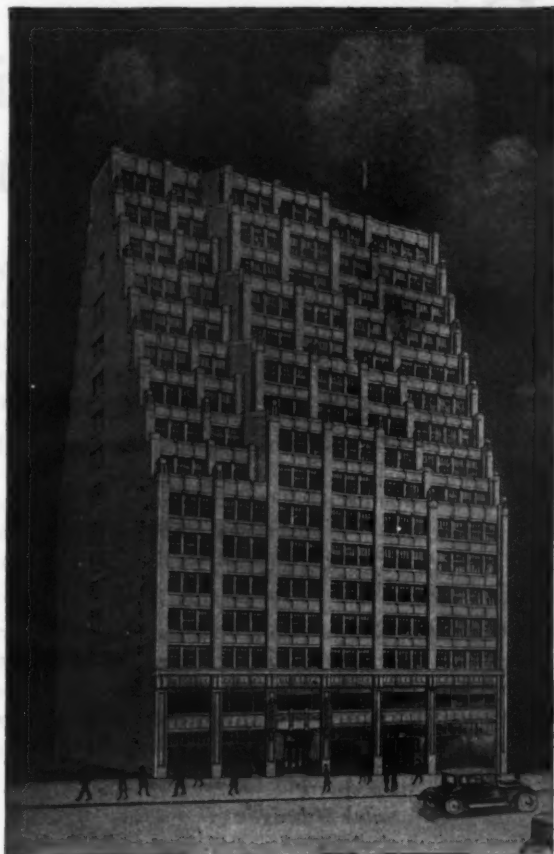
The Poor Richard Club, Philadelphia, tendered a luncheon last week to John A. Lutz, first vice-president, in honor of his fiftieth birthday. Robert R. Durbin, a former president of the club, presided.

* * *

To Re-establish Minneapolis Business Bureau

The Advertising Club of Minneapolis, Minn., is sponsoring a movement to re-establish a Better Business Bureau at that city. Truman G. Brooke, secretary of the club, is chairman of a committee of nine which is undertaking the re-organization.

THIRTY YEARS OF PROGRESS



NEW HOME OF
O'FLAHERTY

228 EAST 45th STREET, NEW YORK

Phone: VANDerbilt 7025

Electrotypes • Stereotypes
Peerless Matrices

Brief visits with famous

What has the A. O. P.—meaning “Ancient Order of Pretzeleers”—to do with the National Biscuit Company? Just this.

Until the Eighteenth Amendment came along, beer and pretzels were as synonymous as ham and eggs. With prohibition here, the pretzel's friends were prepared to mourn it as a lost comrade.

But the pretzel hung on grimly. It even began to display recuperative powers. Then the National Biscuit Company, which numbers pretzels among its 400-odd items, entered more than 130 newspapers with an advertising campaign featuring the “Ancient Order of Pretzeleers.” Today, the company has four bakeries making pretzels.

In similar fashion, the merchandising possibilities of its 400-odd items have been searched out. Executives bearing the titles listed below furnished information concerning some of these merchandising analyses that was used in more than 25* extended references published in the *Printers' Ink* Publications.

President

Sales Manager

Assistant Sales Manager

Advertising Manager

General Counsel

Hastening the convalescence of an ailing product is just one of the merchandising problems for which National Biscuit

★ A list of these articles may be had on request. The list furnishes the titles of the articles and the dates of issues and page numbers on which they will be found.

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Number Five of a Series

This Week



merchandisers

has written a prescription. Other business ailments and suggested remedies are indicated by the titles listed below. These titles represent only a portion of the National Biscuit references that have appeared in *Printers' Ink* and *Printers' Ink Monthly*:

How National Biscuit Holds Its Market

Unecda Bakers Advertise a Housewarming

Packages That Sell to Children and Parents

Paying Salesmen to Get Them to Work Harder

How National Biscuit Sells a Family of 400 Items

These Packages Advertise After the Product Is Consumed

A Sales Convention That Lasts for Twelve Months

The Stock Market and the Employee Stockholder

How National Biscuit Controls 2,200 Salesmen

National Biscuit's Plan to Speed Turnover

Keeping the New Salesman from Slipping

The National Biscuit Company subscribes to the belief that merchandising ideas are not cooped in by the fences that separate one industry from another. That is why *Printers' Ink* and *Printers' Ink Monthly* are read by National Biscuit executives including the president, vice-president, sales manager and advertising manager.

Printers' Ink Publications

The Little Schoolmaster's Classroom

A CHICAGO wholesale house executive once remarked to the Schoolmaster that he probably could go to the files of his sales department, carefully read "retired" letters, follow them up properly and create enough business out of them to keep a fair-sized jobbing firm busy. In other words, he would squeeze dry the business-getting opportunities presented by his firm's correspondence.

The Schoolmaster is reminded of this incident by a letter he has received from Dr. L. C. Oyster, owner of a retail store chain, with headquarters at Lumberport, W. Va.

"It's astonishing in a way," Dr. Oyster writes, "how and why some firms do not practice what they preach.

"For example, there is the Blank Company telling all the time how its great duplicating machine should be used to get business. More than five years ago I purchased one; and since that time the company's representative has never called or written to see how I was getting along with it, and whether I might be interested in buying additional supplies or equipment.

"I have been left to guess what kind of additional type to buy, and I have made some mistakes that have cost me money which a little friendly advice would have saved me.

"I order anything I want from this company by mail, and so my account is still active. My machine may need some service or inspection; but the company apparently has lost all interest in it and me.

"I might want to buy a \$1,000 equipment to replace my present machine for all the company knows. And indeed I may, as I am thoroughly sold on it (the machine, not the company). I am writing it tonight about this seeming neglect. What do you suppose the reply will be?"

If Dr. Oyster's letter gets before an executive of the company, the

chances are a representative will be sent to him as quickly as transportation facilities will permit. He will get plenty of attention from now on, and be given every opportunity to buy the higher-priced machine which he seems to want.

But members of the Class will unanimously agree that the customer or prospect should not be left to insist on having something sold to him that the manufacturer is ready and anxious to sell.

* * *

The Schoolmaster was visiting in Hartford, Conn., a few days ago. In conversation with a department store owner, he uncovered an indirect form of good-will building which seems very much worth while.

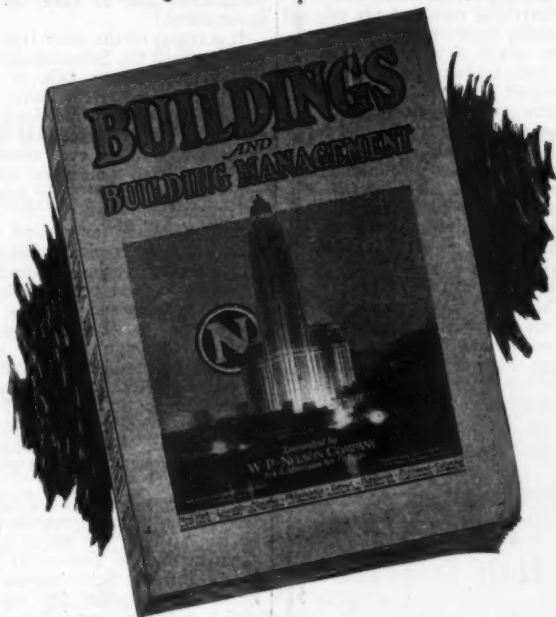
This department store owner had recently brought all his delivery car drivers together and said to them: "Last night I was greatly annoyed when a delivery truck cut across in front of me while I was driving home. Much to my chagrin, I noticed, a moment later, that it was one of our own trucks. It made me feel unfriendly toward our delivery system. And I couldn't help but believe that customers and prospective customers of ours would feel the same way.

"So I am going to ask all of you delivery men to be especially watchful to see that you practice every possible consideration toward anybody and everybody either on foot or in cars. We don't want anybody to get an unfriendly feeling toward our store because a truck driver has been in too much of a hurry."

* * *

The Schoolmaster had occasion recently to call up a half dozen important executives to inquire their views on a certain subject. He made the discovery that some secretaries are helpful, resourceful and willing to take a certain amount of responsibility. There are others who seem to think they are playing interference for the big

Did It Again! *Subscription renewals 83%*



A **AGAIN**, this year the readers of **BUILDINGS AND BUILDING MANAGEMENT** renew their subscriptions at the rate of 83%. This is the sixth year in succession that the renewal percentage has been over 80%. This, in connection with the fact that **BUILDINGS AND BUILDING MANAGEMENT** is \$5.00 per year is proof of great reader interest. You can cash in on this reader interest by presenting your sales message to the subscribers of **BUILDINGS AND BUILDING MANAGEMENT**. These building owners and managers make the final selection of products used for constructing and maintaining office, loft, apartment buildings, co-operative apartments and apartment hotels. Talk to these executives every two weeks through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**.



PORTER-LANGTRY CO., Publishers

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

Eastern Office: 100 East 42nd St., New York City

WANTED**Hard Job with Big Future**

Eight years sales manager in present position, three years advertising manager for nationally known manufacturer, ten years department and branch manager with lithographic concern. Fertile in ideas and resourceful, this man has had a wealth of experience on both sides of the desk. Capable of initiating and carrying out constructive sales and advertising plans. Ready to make a change if convinced that he can increase your business along constructive lines. Character of associates and scope of opportunity more important than size of concern. Age thirty-six, Gentile, highest references as to personal integrity and ability.

Address "M," Box 70, P. I.

I Will Sell Half Interest

in recognized Southern agency
with A-1 reputation

for
\$10,000

Purchaser must have the price plus the necessary ability and integrity to take an active part in the agency on a salary of \$7,500 or more if he is worth it

or will
MERGE

with big agency which is manned to lend merchandising help in developing accounts. The territory is one which many would like to enter at double the price.

Address:

"Down South," Box 71,
Care of Printers' Ink

chief, and that their chief function is to keep any messages from reaching him. One or two of the former type were willing, in the absence of the president, to tell the facts of a certain situation for publication and to take full responsibility.

It was one of the other type who most amused the Schoolmaster. It was impossible to talk to Mr. President for several days. He was in directors' meetings and other important places. It would be forbidden to tell even where the president lived unless he specifically authorized it. He couldn't be reached.

This went on for several days. Then by some freak of chance the Schoolmaster reached the president—a most cordial president by the way. It happened that he was, indeed, in a directors' meeting. But why shouldn't he say a few words over the phone on a subject which interested him? This he proceeded to do at some length. He was composed, unhurried, friendly, as different from his snappy secretary as it was possible to be.

There may be no cure for the secretary who misrepresents in his or her attitude the policy of the company and the personality of its head. But the Schoolmaster feels qualified to predict that the type which takes responsibility represents the group from which future executive material will be recruited. The number of vice-presidents and presidents developed in the last few years from the ranks of men secretaries has been surprising. But the sort of secretary who tries to surround his boss with a stone wall and acts in a supercilious manner will never get far. Office boys are adepts at that sort of work.

* * *

Certain correspondence which has recently come to the Schoolmaster has impressed upon him the fact that no matter how simple your product may be, the public may not know all about it. Take the matter of a lead pencil.

A member of the Class who is engaged in advertising work in Asheville, N. C., and to whom the

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Cut Down on the Costs of your advertising, printing and display work— Get the special effects you want—

Here is a book that
will tell you how!

(Just Out!)

Advertising Production Methods

BY ALBERT W. DIPPY

Production Manager, L. C. Gumbinner Advertising Agency
Co-Author International Correspondence Schools Advertising Course

318 pages, 6x9, 128 illustrations, \$4

HERE is a ready reference book on any process or material used in the production of advertising and printing. It gives complete descriptions of processes, methods and applications, and practical suggestions for planning and ordering. Much of the material has never before appeared in book form.

See what the book has to say on:

- The Production Manager
- His Office and Methods
- Production and Art
- Ordinary Typography
- Machine Composition
- Ordering Electrotypes
- Planning and Ordering Photo-Engraving
- The Ben-Day Process
- Preparing and Ordering Printing
- Rotogravure
- Offset Lithography
- The Silk Screen Process
- Jean Berte Water Color Printing
- Special Printing and Display Processes
- Mounting and Finishing
- Paper and Its Use
- Contractors and Salesmen
- Hints for Beginners

Order NOW — Use this coupon



Examine the Book for 10 days FREE

Send for this new book for 10 days' free examination. This does not place you under any obligation to purchase. You merely agree to return the book, postage prepaid in 10 days, or to send us \$4 as payment in full at that time. Mail the coupon NOW!

McGRAW-HILL Free Examination Coupon

McGRAW-HILL BOOK CO., INC., 370 Seventh Ave., New York, N. Y.

You may send me for 10 days' free examination DIPPY'S ADVERTISING PRODUCTION METHODS, \$4 net postpaid. I agree to remit for the book or to return it, postage prepaid, within 10 days of receipt.

Name

Address

Position

Company P. I. 1-17-29

Sawmills that cut 90% of the lumber produced in U.S.

Concentrate your advertising in the *one* paper that covers the worth-while mills in all lumber producing sections—mills that cut 90% of the lumber sawn in the U. S.

Write for our 90% circular.

American Lumberman

Est. 1873 CHICAGO A. B. C.

WANTED— Sales Manager

By Prominent Manufacturing Concern of a Nationally Established Line of Athletic Goods. This proposition offers unlimited Opportunities to a man who can produce results. State Sales Executive and Advertising Experience and expected starting Salary. Factory located in New York State. Address "G," Box 215, Printers' Ink.

Private Offices

in New York Central
Building for Out-of-
town Concerns

available with complete staff,
ideally suited for N. Y. Head-
quarters or for representation.

J. SHELDON

250 Park Avenue, New York City

matter of pencils is of some importance, sent the Schoolmaster this correspondence. It included a letter recently written to the Asheville man by the Joseph Dixon Crucible Company, which makes a pencil called "Dixon's Ticonderoga," and the Asheville member's own comment thereon.

Here is the letter which the Asheville man wrote to the Schoolmaster:

It's a pleasure to bring to your attention this evidence that the much-maligned word "service" isn't a dead issue with at least one very large manufacturer and advertiser.

To the Joseph Dixon Crucible Company I am merely one individual in a vast army of customers, an almost atomic unit in its scheme of business. Yet when I had occasion to make the small complaint about a 5-cent pencil which the enclosed letter will bring out, you can see to what lengths this great company went to remedy the matter. And this was followed up by another letter a few weeks later!

You just know how I'm going to feel about Ticonderoga pencils from now on.

The letter from the Dixon company to which he refers has this to say:

We greatly appreciate your letter of November 15, because we want every pencil bearing Dixon's name to give 100 per cent service and when not, we consider it a favor to have our attention called to the trouble so that we may correct anything that is wrong.

We should judge that the pencils to which you refer have been injured so that the leads are broken. This sometimes happens, particularly with pencils containing a soft lead like the No. 1.

Most of the trouble with pencils is caused by dull pencil pointers. Very few users of pencil pointers ever think of re-sharpening or replacing the blades, or even of touching a drop of oil to the gears, and when the blades become dull, they grip the point instead of sharpening it and the lead is broken and the wood torn.

However, as you have sharpened yours with a knife, and find the same condition, it may be that the pencils have been injured in some way.

We are enclosing one-half dozen No. 1386-No. 1 pencils which we shall be glad to have you test and if they reach you without being damaged in the mail, we think you will find them perfect in every detail. We shall be interested in hearing your report on them.

The sale of Ticonderoga is increasing so fast that we feel that it must be giving general satisfaction. We are determined to maintain the Ticonderoga as the highest quality 5-cent pencil that is made and for that reason are anxious to investigate any complaint that reaches us so as to avoid any fault in their manufacture.

Wanted Lithographic Sales Manager

OUR client is ready to offer the right man a real job and a big opportunity. The man will find himself backed by a house that has won an enviable reputation over a long period of years. Modern equipment, ample resources and sound ownership-management round out the picture.

The man wanted should be able to earn in salary and commissions more than \$18,000 a year.

Correspondence from applicants for this desirable position will be received in strict confidence. Letters addressed to the undersigned will immediately be forwarded to our client.

H. A. C., Box 72
care Printers' Ink Weekly

ART

DIRECTOR

desires agency connection. Printing, studio, agency experience, now connected in New York. Can carry visual through to finish and knows where to get art work well done.—Address

"H," Box 216, P. I.

Circulation Woman

EXPERIENCED in all types of circulation, including direct by mail, telephone crews, field crews, contest and stunt.

SUCCESSFUL in putting over one unknown periodical and also in working on circulation for nationally known large publishing house.

PREFERS a hard job.

Address

"O," Box 73, Printers' Ink

I Want To Talk With An Advertising Agency Owner

About my ability to write strong persuasive copy that satisfies the client and increases sales for him.—resulting in his raising his advertising appropriation.

Understand how to build sales plans for prospective clients that stand better than an even break of landing the account.

Unusually broad advertising experience comprising market analysis, research, sales promotion, testing, mail-order and publication advertising. Although a sales and contact type, I am primarily a copy writer who believes that advertising copy must sell, and I write it accordingly. Am looking for an advertising agency owner who understands the necessity of paying \$12,000 for a seasoned advertising man who writes copy that pulls. Christian, American, under forty and now employed. Address "U," Box 77, P. I.

FREE

If you are tired of groping for words that accurately express your thoughts, write for a free copy of

"How Dr. Johnson Would Marvel,"

which shows how you can have instantly available the exact word for your every shade of meaning.

HISTORICAL PUBLISHING CO.

Dept. PWX. 1334 Cherry Street, Philadelphia

We should be pleased if you could send us samples showing just how the pencils act of which you complain and at the same time to have your report on those we are sending.

The Schoolmaster agrees with the Asheville advertising man that this letter from Dixon represents "service." At the same time he wants to say that it also contains copy material that the Dixon company should pass on to pencil users. There is information on the care of the pencil in that letter which any man who uses pencils day in and day out would very much like to know. If the pencil company will let pencil users have such information, then in the Schoolmaster's opinion, it is in line for their good-will and their pencil money.

* * *

Although the Schoolmaster dares not talk too loud, confidentially he wants to tell the Class that he got some of "those" ties for Christmas. He was going to keep the matter to himself but was encouraged to open up following the receipt of a letter from Don Francisco, vice-president at Los Angeles of Lord & Thomas and Logan.

Enclosed was an advertisement of a Los Angeles retailer, Pitzer & Warwick. It appeared the day

WRITING FOR REAL MONEY

This book by Edward Mott Woolley gives his intimate experiences as freelance advertising writer. Small jobs to thousand-dollar fees pioneering original copy. Gives names and prices. Exploring undiscovered advertising material. Putting story lure in booklets. House-organ writing. How he found his opportunities. \$1.50 postpaid. E. M. Woolley Associates, Passaic, N. J.

ART DIRECTOR and Visualiser

now employed with N. Y. Agency, wants new connection with larger unit.

ADDRESS "Y," BOX 221, P. I.

after Christmas and its text is a welcome message to those who have received socks that are too short, gloves that overstock a reserve supply and other gifts of good intention which do not quite fill the bill. Pitzer & Warwick want to be certain that goods purchased from them fulfilled the spirit of good-will.

In their advertisement they picture a man laden down with bundles, while underneath is the invitation, "All Right—Come On! Do Your Christmas Swapping Early." From the standpoint of timeliness and news interest, this advertisement recommends itself. Further, it is a bit of sales promotion that subtly invites prospective customers to visit the store under favorable circumstances.

* * *

In a recent advertisement for Borzoi Books, Princess Maryanna Mayovskaya signs her name to the following testimonial: "Mindful of the inherent responsibility of royalty in shaping the ideals of the bourgeoisie, I am careful never to be seen in public without a Borzoi Book." To which the Schoolmaster, with all respect for royalty, feels impelled to reply: "Tut, tut, Maryanna, tut, tut!"

Established Newspaper FOR SALE

German language newspaper in Eastern city. Established over half-century ago. Good circulation. Splendid volume of advertising, which is now greater than at any time before. A power in the community. Owner retiring from business.

Address "N." Box 62, Printers' Ink.

Space Salesman Available

This man has been a business builder for ten years—has secured orders and maintained contacts with distinction and success.

Now busy and highly regarded but hopes to find work that carries more satisfaction and potentiality of better earnings.

Straight thinker with mature business judgment. Engineering graduate. Business paper experience. Initial income secondary.

Agency and advertisers contacts are in New York territory.

Address "T," Box 76,
Printers' Ink

District Salesman

now employed covering Middle West States on nationally advertised brand of food products to wholesale grocers wants connection with reliable manufacturer where acquaintance with buyers and ability to produce results is of first consideration. Address "Q," Box 74, Printers' Ink, 231 South La Salle St., Chicago, Ill.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto..... Montreal..... Winnipeg..... Vancouver..... Hamilton..... London, Eng.
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

Multigraph Ribbons Re-inked

Our **SUR-TE-FO**

Send 3 Ribbons
to be Re-inked
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

W. Scott Ingram, Inc.

57 Murray St., New York City

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

New York City Linotyper

operating modern day and night plant, will finance weekly or monthly publication with good future. Box 843, P. I.

Unusual Opportunity—open to man or woman in advertising or circulation departments, for active interest in magazine, now on stands, of special appeal, in national field. Give full details. Box 840, Printers' Ink.

"PICTORIAL MORGUE"—For sale, old magazine articles, historical and industrial items; old photographs, lithographs, woodcuts, engravings. Research work done on fee basis. Thomas F. Healy, 472 West 141st Street, New York.

HELP WANTED

Wanted—Copy writer and layout man by established agency, 50 miles from N. Y. **AGENCY EXPERIENCE** essential. \$50.00 a week to start. Unusual opportunity for advancement. Box 847, P. I.

SOLICITOR—wanted on social class magazine. Liberal commission basis until worth is proved. Large field. Excellent opportunity to become manager of department. Box 868, Printers' Ink.

Editorial Assistant—Opening on established trade magazine for man who can write well and is willing to learn editorial practices. State age, history and salary desired in letter. Box 867, P. I.

ADVERTISING SALESMAN ON MUSICAL PUBLICATION

An intelligent, hard worker can earn a substantial income. Write, giving detailed experience, to Box 848, Printers' Ink.

Syndicate Ad Service and Newspaper Out Salesmen! We offer an unusually profitable connection selling six superior lines, part or full time. Experienced men address Charles Advertising Service 543 Douglas Bldg., Los Angeles.

Wanted, by a Public Utility Company, an experienced advertising man to plan and direct sales campaigns. One with advertising agency experience preferred. Good opportunity for advancement. References required. Box 841, Printers' Ink.

Young Man Wanted for Demonstrating and Sales Promotion Work

by large Conn. Mfr. selling Jewelry Trade principally. Work includes ten to fifteen weeks of retail selling during special Dept. store events on three to five extended trips each year. Balance of time to be devoted to field sales promotion and office advertising work. Salary \$35.00 or \$40.00 to start. College graduate—married—preferred. Should have special training or experience in work outlined. Window display experience especially desirable. Application considered confidential. Give full particulars in first letter with references and photo if possible. Write Box 849, Printers' Ink.

An old-established publishing firm will employ two men with sales ability to interview patrons and present the portrait feature of a nationally known biographical cyclopedia. Apply by letter only to John C. South, 70 Fifth Ave., N. Y. C.

COPY CHIEF

If you are a seasoned copy man with a little ready cash or its equivalent or have ability to secure profitable accounts and aspire ultimately to be at the head of your own agency, here is your chance. Our organization knows of this advertisement. Box 872, P. I., Chicago Office.

IF I WERE A YOUNG MAN AGAIN, I WOULD TRY TO GET THIS JOB—

A leading trade publication owned by one of the largest publishing companies wants an Assistant Editor. Experience in the retail field is desirable but not necessary. The young man must, however, have journalistic experience, preferably with a newspaper or magazine—he must write well and he must know the value of closing dates. The job holds wonderful opportunities—the present staff is small and congenial and composed chiefly of young people who have worked their way up to their present jobs. We will pay a living wage to start, and then the man will receive as much as he is worth. If you are interested, write us the high spots of your business life and experience. Naturally, we will treat all replies in confidence. Box 869, Printers' Ink.

MISCELLANEOUS

ARTISTS, STUDENTS—STUDIO CLASSES—Drawing—Painting: Portrait. Life, Composition, Saturday aft., Sunday morn. Sketch Class, Monday eve. Private Lessons, Landscape, Etching. Write or call Barile Studios, 7 West 14th St., New York City.

POSITIONS WANTED

ARTIST

Twelve years' commercial art experience. Desires position with agency or art service. Capable of handling pen and ink and color work. Box 846, Printers' Ink.

ADVERTISING JUNIOR

Experience: Layout, Copy, Art, Production, Contact. University student. Energetic, possess vision and initiative. Future essential! Box 853, Printers' Ink.

A YOUNG WOMAN

Extended experience executive capacity, office supervisor, asst. sales manager; able correspondent; recently concluded exceptionally successful sales promotion campaign, personally interviewing over 1,000 dealers; selling experience; mail sales solicitation; follows up inactive prospects; splendid education, good appearance. Box 852, Printers' Ink.

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LETTERER—Young man with agency and art service experience. Earning \$35 is more interested in opportunity for varied work than salary. **HAL KRAVIS**, 154 E. 37th St., N. Y. C. Tel. Lex. 4075.

ARTIST

Male. Lettering, designing layouts, 6 years' experience. Good knowledge of lettering for national advertising. Desires position in any large city. Box 844, P. I.

Artist--Lettering, Layout and Figures desires position or free lance basis.

Box 863, Printers' Ink

ADVERTISING—Young man desires connection as solicitor with special newspaper representative located in N. Y. City. Box 851, P. I.

DIRECT MAIL

Sound analysis—plans—resultful copy—effective layouts; New York man; immediately available. Box 855, P. I.

Creative Ability Available—Artist now employed desires connection as lithographic artist. Age 33, academy trained, ten years' practical art experience, talented colorist. Lithographic experience. Box 871, Printers' Ink.

EDITOR—Employed national house magazine, seeks similar opening or opportunity working under good advertising agency copy-chief. Excellent reportorial—selling background. University trained. Best references. New York City. Box 861, P. I.

SALES EXECUTIVE—Man of sound judgment, proven and developed; extensive experience along business promotion lines; able producer of letters and sales literature; excellent correspondent; of real value to progressive concern. Box 873, Printers' Ink.

MAN with seven years' experience in advertising—copy writing, preparation of folders, circulars, letters, printing—advertising manager of large firm selling direct to farmers, wants similar work as advertising manager or assistant. References furnished. Box 856, Printers' Ink.

COPY WRITER

**MAIL ORDER—
NATIONAL ADVERTISING—
AND DIRECT MAIL**

Very exceptional N. Y. 4A Agency experience immediately available to concern requiring highest type ability. Box 854, P. I.

WELL EQUIPPED, AT 26, FOR EXECUTIVE WORK, ADVERTISING OR SALES

University trained for marketing, my seven years' experience consists of personal selling (three years), management of sales force, analysis of marketing problems, determination of appropriations, planning, writing of copy, mechanical production, direct mail, management of exhibitions, agency relations, organization and management of advertising department, cultivation of outside agencies, "selling" advertising to sales force, customers and their agents, analysis of sales and advertising results, obtaining favorable publicity, knowledge of trade association work, selection and supervision of employees. Box 864, Printers' Ink.

DIRECT-MAIL ARTIST

Creates ideas and layouts that sell above average. Plenty of samples to prove it. Ten years' experience with manufacturers. Real asset on part-time basis. Box 870, Printers' Ink.

Direct Advertising Service Man with ability to lay out and write direct advertising campaigns, house-organs, catalogs, booklets, folders. Working knowledge of art, engravings, printing and how to buy same. Eight years' intensive experience. Seeks position with live organization. Box 859, Printers' Ink.

CIRCULATION—Young man well experienced all branches of Circulation would like to hear from Circulation Director of Magazines or Trade Journals located in New York City who can use an able assistant. Formerly with Screenland, International, N. Y. News and Telegram. Best references. Box 850, Printers' Ink.

Advertising Manager

University graduate. Three years assistant sales and advertising manager. One year agency contact man. Writes clear, convincing copy; creates effective layouts, and follows through on all production. Box 862, Printers' Ink.

PHOTO RETOUCHER

would like to get in touch with one or two more clients in New York City who require first-class, reasonably priced, prompt photo-retouching service. All branches. Box 858, Printers' Ink.

In Cleveland, Ohio or Vicinity

First class commercial artist wants free lance or part time work. Designing, lettering, air brush photo retouching. Good figure work. Thoroughly experienced in all mediums. Quick, creative and modern. Two dollars per hour, part time work or Two fifty per hour free lance. Box 842, Printers' Ink.

AN EXPORT MANAGER AND FOREIGN SALESMAN

With an unbroken record of twenty years successful work in South America for FADA Radio, General Electric, General Phonograph and Victor. Desires to hear from manufacturers interested in a co-operative sales trip to Spanish America for the purpose of establishing permanent foreign trade. Highest banking and commercial references. Box 845, P. I.

ADVERTISING SALESMAN

With record of accomplishment that he is proud to have investigated is now available with own office in New York City to devote entire time representing a trade journal, newspaper or magazine in New York or Eastern territory. A publication is preferred which has possibilities for development by hard and intensive effort. Thirty one years of age, winning personality, excellent education and nine years experience selling space for nationally known trade journal, magazine and large metropolitan newspaper. Has a wide contact among advertisers and agencies and a thorough knowledge of merchandising and market analysis that qualifies him to sell space in an intelligent manner. Initial salary or drawing account of \$75 a week will be accepted if possibilities justify. Box 875, Printers' Ink.

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99 OUT OF 141 EXCLUSIVE ADVERTISERS CHOOSE THE TRIBUNE TO DO THE JOB ALONE!

DURING the first eleven months of 1928, there were 141 advertisers, using 5,000 lines or more of Chicago newspaper advertising, who concentrated all their efforts in some one Chicago newspaper. Of this number who let one newspaper do the job alone—

99, or 70%, chose the Chicago Tribune!

Of the 1,987,747 lines of such exclusive advertising in all Chicago newspapers, the Tribune alone carried 1,414,833 lines or 71% of the total.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER